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(Pages : 2)

Name.....

Reg. No.....

**FIFTH SEMESTER (CBCSS—UG) DEGREE EXAMINATION
NOVEMBER 2023**

B.Com.

BCM 5D 01—E-COMMERCE

(2019 Admission onwards)

Time : Two Hours

Maximum : 60 Marks

Part A*Answer all questions.**Each question carries 2 marks.*

1. Define E-commerce.
2. What is E-cheque ?
3. What is internet advertising ?
4. What is EDI ?
5. What do you mean by search engine ?
6. What is web portal ?
7. What do you mean by e-commerce infrastructure ?
8. Write a note on e-market.
9. State the different types of bio-metrics.
10. Give any *two* examples of e-commerce marketplace platforms.

(10 × 2 = 20, Maximum Ceiling 15 marks)

Part B*Answer all questions.**Each question carries 5 marks.*

11. Explain the difference between E-Commerce and Traditional Commerce.
12. Write a note on the history of e-commerce.

Turn over

13. Explain the advantages of E-commerce.
14. Write a note on E-commerce infrastructure and its types.
15. Explain the features of e-commerce.
16. What do you mean by electronic payments ? Also explain the requirements for e-payment system ?

(6 × 5 = 30, Maximum Ceiling 25 marks)

Part C

*Answer any **two** questions.
Each question carries 10 marks.*

17. Explain the components of a good e-commerce website.
18. What is e-marketing ? Explain the different types of e-marketing.
19. Discuss the various online payment options available in E-Commerce sites.
20. What do you mean by e-advertising ? Explain its types.

(2 × 10 = 20 marks)