Reg.No. \_\_\_\_\_\_\_\_\_\_\_\_

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**End Semester Examination – Nov/Dec– 2018**

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|  |  |  |  |
| **Code :** | **17BB2025** | **Duration :** | **3hrs** |
| **Sub. Name :** | **INTERNET AND E-COMMERCE** | **Max. marks :** | **100** |

**ANSWER ALL QUESTIONS (5 x 20 = 100 Marks)**

|  |  |  |  |  |
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| **Q. No.** |  | **Questions** | **Course**  **Outcome** | **Marks** |
| 1. |  | Describe the major types of e-commerce. | CO1 | 20 |
| (OR) | | | | |
| 2. |  | Discuss the features of online bookshop. | CO3 | 20 |
|  |  |  |  |  |
| 3. |  | Discuss the major trends in the online travel services industry today. | CO1 | 20 |
| (OR) | | | | |
| 4. |  | What role does SCM play in Business to Business model i.e B2B e-Commerce. | CO1 | 20 |
|  |  |  |  |  |
| 5. |  | Explain the common and most damaging forms of security threats to e-commerce sites. | CO2 | 20 |
| (OR) | | | | |
| 6. |  | Describe the features of traditional payment systems. Identify the major e-commerce payment systems in use today. | CO4 | 20 |
|  |  |  |  |  |
| 7. |  | Define Electronic Data Interchange. What are the components of Electronic Data Interchange? | CO5 | 20 |
| (OR) | | | | |
| 8. |  | Describe the major types of auctions, their benefits and costs, and how they operate. | CO5 | 20 |
|  | |  |  |  |
|  | | **Compulsory**: |  |  |
| 9. |  | Explain the difference between a traditional social network and an online social network. | CO5 | 20 |