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



**End Semester Examination – Nov / Dec – 2019**

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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.** | **Sub Div.** | **Questions** | **Course**  **Outcome** | **Marks** |
| 1. | a. | Define E-Commerce and explain its advantages and disadvantages. | CO1 | 10 |
| b. | Explain the history of E-Commerce. | CO1 | 10 |
| (OR) | | | | |
| 2. | a. | Briefly discuss the various safety and security measures regarding online payment. | CO1 | 10 |
| b. | Explain the structure and various process of E- Commerce business models. | CO1 | 10 |
|  |  |  |  |  |
| 3. | a. | Briefly explain the different types of payment options in  E-Commerce. | CO2 | 10 |
|  | b. | State the pros and cons of online payment system. | CO1 | 10 |
| (OR) | | | | |
| 4. | a. | Describe the different techniques for analyzing the consumer behavior while purchasing online. | CO1 | 10 |
|  | b. | Briefly explain the various significance of internet marketing. | CO1 | 10 |
|  |  |  |  |  |
| 5. | a. | Explain the different types of online financial services. | CO1 | 10 |
|  | b. | Briefly explain the pros and cons of online financial services. | CO1 | 10 |
| (OR) | | | | |
| 6. | a. | Discuss the various pros and cons of social networks. | CO1 | 10 |
|  | b. | Briefly explain the term “online auctions”. | CO1 | 10 |
|  |  |  |  |  |
| 7. | a. | List out the different security threats while purchasing online. | CO2 | 10 |
|  | b. | Briefly explain the term “Internet marketing technologies”. | CO1 | 10 |
| (OR) | | | | |
| 8. | a. | Briefly explain the various types of online advertisement and its processes. | CO1 | 10 |
|  | b. | Carefully analyze the viability of online firms. | CO2 | 10 |
|  | |  |  |  |
|  | | **Compulsory**: |  |  |
| 9. | a. | Explain the concept of online promotion techniques. | CO2 | 5 |
|  | b. | Briefly explain the various business models of E- Commerce and its trouble shooting methods. | CO1 | 15 |