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



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

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|  |  |  |  |
| **Code :** | **17BC2017** | **Duration :** | **3hrs** |
| **Sub. Name :** | **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. | Write a note on Internet and the evolution of Internet. | CO1 | 10 |
| b. | Differentiate between Traditional Commerce and E-Commerce. | CO2 | 10 |
| **(OR)** | | | | |
| 2. | a. | List out the limitations of E-Commerce. | CO1 | 10 |
| b. | Briefly describe World Wide Web and its business impact. | CO2 | 10 |
|  |  |  |  |  |
| 3. | a. | Describe the Strategies in E-commerce Business models. | CO3 | 10 |
| b. | Name a few B2C portals and write a note on their Business models. | CO3 | 10 |
| **(OR)** | | | | |
| 4. | a. | Write a note on B2C and B2B Business models. | CO3 | 10 |
| b. | Describe the process in B2C portals. | CO3 | 10 |
|  |  |  |  |  |
| 5. | a. | Write a note on the security risks in E-commerce. | CO4 | 10 |
| b. | Explain the electronic Payment System in Banking. | CO4 | 10 |
| **(OR)** | | | | |
| 6. | a. | Explain the Electronic billing process. | CO4 | 10 |
| b. | Briefly describe (i) Phishing (ii) Virus (iii) Trojan Horse  (iv) Worm. | CO4 | 10 |
|  |  |  |  |  |
| 7. | a. | Write a note on Online Financial services with suitable examples. | CO3 | 10 |
| b. | Briefly explain Online Auctions. | CO3 | 10 |
| **(OR)** | | | | |
| 8. | a. | Online Travel Services has evolved a lot. Discuss. | CO3 | 10 |
| b. | Discuss the business strategy of Online Career Services portal. | CO3 | 10 |
|  | | **Compulsory**: |  |  |
| 9. | a. | Explain the Website Portals and the utility of portals over Traditional marketing. | CO3 | 10 |
| b. | Define Social Media Marketing and elaborate the marketing impact of Social Media with suitable examples. | CO4 | 10 |