D 10516 **(Pages : 2)** **Name.....**

Reg. No.....

FIFTH SEMESTER U.G. DEGREE EXAMINATION, NOVEMBER 2021

(CBCSS—UG)

B.Com.

BCM 5D 01—E-COMMERCE

(2019 Admissions)

Time : Two Hours Maximum : 60 Marks

Part A

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

1. What is E-sale ?
2. What do you mean by M-commerce ?
3. What is SEO in E-marketing ?
4. What are payment gateways ?
5. What do you mean by Domain name ?
6. What do you mean by CMS ?
7. What is an e-wallet ?
8. What is e-SCM ?
9. What is community model ?
10. What is E-banking ?

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

Part B

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

11. Explain the stages of e-commerce transaction cycle.
12. What do you mean by e-advertising ? Explain the different types of e-advertising.
13. What is ERP ? Briefly explain its components.
14. Explain server security threats and also explain the different measures to be taken at server level to ensure smooth functioning of e-commerce transactions.

Turn over

15. Briefly explain the factors affecting growth of E-commerce sites.

16. Discuss the various online payment options available in E-Commerce sites.

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

Part C

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

17. What is an e-commerce model ? Explain the different e-commerce models.

18. Briefly explain the features & advantages of electronic commerce.

19. What is EPS ? Discuss the requirements of electronic payments system.

20. Explain Applications of E-commerce in Education, Marketing and Financial Services.

(2 × 10 = 20 marks)