

34003

M.Com. DEGREE EXAMINATION, NOVEMBER 2017.

THIRD SEMESTER

Commerce

Paper III.— E-COMMERCE

Time : Three hours

Maximum : 75 marks

(No additional sheet will be supplied)

PART A — (5 × 3 = 15 marks)

Answer any FIVE questions.

Each question carries 3 marks.

Each answer should not exceed 1 page.

1. Future of e-commerce
2. Applications of e-commerce
3. Digital signature
4. Digital cheque
5. Online marketing
6. Browsing behavior model
7. Legal issues in e-commerce
8. Social issues in e-commerce.

PART B — (4 × 15 = 60 marks)

Answer ALL the questions.

Each question carries 15 marks.

Each answer should not exceed 6 pages.

9. Discuss the B2B and B2C models of e-commerce.

Or

10. Explain Benefits and disadvantages of e-commerce.

11. Discuss various types of e-payments with examples.

Or

12. Answer the following.

- (a) Digital Wallets
- (b) Debit card system.

13. What do you mean by e-markets and state its success factors?

Or

14. Explain the following:

- (a) E-advertising
- (b) E-branding.

15. State the IPR and ethical issues in e-commerce.

16. Discuss the essence of IT Act in e-commerce.

