

**C 63035–B**

B.Com., (CA) (Three Year) DEGREE EXAMINATION, MARCH/APRIL 2018.

End Semester Examination

Sixth Semester

(Regular)

E-COMMERCE

*Time : 3 Hours*

*Max. Marks : 70*

**PART — A**

Answer any FIVE of the following questions. **(5 × 4 = 20 Marks)**

1. Supply chain.
2. Characteristics of B2B E-Commerce.
3. Extranet Products.
4. How to protect intellectual property rights?
5. Selling on the web.
6. Recent trends in E-Commerce.
7. EDI : Nuts and Bolts.
8. Further of E-Commerce.

**PART — B**

Answer ALL the following questions. **(5 × 10 = 50 Marks)**

**UNIT I**

9. (a) Define E-Commerce. Also state its scope.

Or

- (b) What is competitive strategy? What is business strategy? Explain their essence.

**UNIT II**

10. (a) Describe EDI and E-commerce. Also explain their relationship.

Or

- (b) Explain the role of electronic market in B2B.

Turn Over

UNIT III

11. (a) What do you understand by the word electronic payment system? Explain its types.

Or

- (b) Attempt the following :
- (i) Structures of Extranets
  - (ii) Intranet Applications.

UNIT IV

12. (a) Describe privacy. State its legal issues.

Or

- (b) What do you mean by internet indecency? Also state the role of censorship.

UNIT V

13. (a) State the equipment required for establishing E-Commerce sites.

Or

- (b) Attempt the following :
- (i) Chating on the web
  - (ii) Analyzing Web visits.
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