

C 53034–C

B.Com.(C.A) (Three Year) DEGREE EXAMINATION, OCTOBER/NOVEMBER 2017.

End Semester Examination

Fifth Semester

(Regular / Supplementary)

E-COMMERCE

Time : 3 Hours

Max. Marks : 70

PART — A

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

1. B2B.
2. Application of 5 Ps.
3. e-real estate.
4. Development of e-content.
5. Security challenges in mobile commerce.
6. C2C.
7. e-mail chain letters.
8. Mobile commerce applications.

PART — B

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

UNIT I

9. (a) What is electronic commerce and electronic business? Also state their differences.

Or

- (b) List out the benefits and limitations of e-commerce.

Turn Over

UNIT II

10. (a) What is the supply chain? Also state its parts. What is the essence of supply chain management?

Or

- (b) What is e-marketing? Explain its techniques.

UNIT III

11. (a) Explain the impact of e-business in the field e-Tourism.

Or

- (b) Describe the contribution of e-business in the field of e-music/movies.

UNIT IV

12. (a) Explain the concept of online education. Also state its suitability to modern world.

Or

- (b) What is online testing? Explain its role in online education.

UNIT V

13. (a) What is mobile commerce? In what way it is useful to consumers?

Or

- (b) In What way mobile commerce is useful for providing government and consumer services.
