

C 5401

B.B.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. World Wide Web.
2. Electronic logistics.
3. Steps in electronic payment.
4. CRM architecture.
5. Creative simple web pages.
6. Application services.
7. Risks in electronic payment.
8. e-commerce applications.

PART — B

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

UNIT – I

9. (a) What is electronic commerce? Also explain its advantages and types.
Or
(b) Enumerate the scope of internet marketing.

UNIT – II

10. (a) What do you mean by SCM? Also list out its basic elements.
Or
(b) Explain the merits and demerits of supply chain management.

Turn Over

UNIT – III

11. (a) List out different types of electronic payments systems with the distinctive features.

Or

- (b) What is electronic cash? Also state its properties.

UNIT – IV

12. (a) Define CRM. Also state its components.

Or

- (b) What is e-CRM? State its need and application.

UNIT – V

13. (a) Explain the structure of HTML.

Or

- (b) What are the basics of HTML? Also state how to learn it.
