

St. Joseph's College of Arts & Science (Autonomous)
St. Joseph's College Road, Cuddalore – 607001
PCM1017T – E – COMMERCE

STAFF NAME: DR.L.SANTHANARAJ

Time : 3 hrs Max Marks :75

SECTION -A

1. a) State the features of an E-Market.
(or)
b) What are the advantages of E-business?

2. a) What are the merits of web-salesmanship?
(or)
b) State the disadvantages of network advertisements.

3. a) List out the types of e-payment system.
(or)
b) What are the business issues in e-receipt system?

4. a) What are the standards of EDI?
(or)
b) What are the documents related to cross indexing?

5. a) State the aims of cyber laws.
(or)
b) How would you control cyber crimes?

6. a) What are the advantages of E-commerce?
(or)
b) State the functions of E-trade.

7. a) State the merits of network advertising
(or)
b) What are the major components of e-marketing mix?

- 8 a) List out the types of e-receipt system.
(or)
b) What are the business issues in e-payment system?

9. a) What are the objectives of EDI?
(or)

b) State the Sources of documents related to EDI

10. a) State the meaning and benefits of intelligent web design.

(or)

b) State the salient features of cyber laws.

11. a) Distinguish between Electronic Commerce and E-Business.

(or)

b) What are the factors stressing the need for E-business.

12. a) Bring out the objectives of e-marketing mix.

(or)

b) Describe the layers of EDI architecture.

13. a) List out the criteria for safe e-payments.

(or)

b) What are the advantages of electronic payment?

14. a) Explain the need for EDI standards.

(or)

b) How does EDI works?

15. a) Bring out different types of cyber crimes.

(or)

b) List out the advantages of cyber laws.

16. a) What do you understand by Net work? Define.

(or)

b) Narrate the advantages and disadvantages of e – cash system?

17. a) What are the advantages of E – Billing? Portray.

(or)

b) What do you mean by computer Virus? Explain it's Impact on the Internet

18. a) Explain the term D.N.S?

(or)

b) What do you mean by phishing attack? Explain.

19. a) Explain about the features required for B2B Platform for E – Commerce?

(or)

b) Explain about the features required for B2C Platform for E – Commerce?

20. a) Explain the term Mobile commerce?

(or)

b) Write a note on E – Government?

21.a) Explain the various E- Business models?

(or)

b) Explain about E – CRM capabilities and the customer life cycle in E – Marketing?

22.a) Write about network and website security risks?

(or)

b) What are the primary components of a firewall? Explain.

23. a) Narrate the security of network equipments?

(or)

b) Explain about the E – Risk Management Issues?

24.a) Explain the meaning of D.N.S?

(or)

b) What is the different between E- Commerce and E- Business? Explain.

25.a) What are the advantages of E – Billing? Portray

(or)

b) What are the different types of cyber threats? Explain

SECTION - B

1. Differentiate E-commerce and Traditional commerce.

2. What are the major components of e-marketing mix?

3. State the business issues and economic implications of e-payment system.

4. Explain the working and functions of EDI in Indian business firms with an example.

5. State the different types of Net Threats.

6. What are the E-business models supporting MNCs? Explain them.

7. Write an essay on EDI architecture and properties trading as applicable to Indian firms.

8. What are the components of an effective e-payment system? Explain.

9. What are the problems of EDI in Indian system? Suggest remedies to the same.

10. State the existing legal framework of e-commerce in India.

11. Describe the benefits of e-commerce to organizations and consumers.

12. Discuss the components of e-marketing mix.

13. What is EFT? Explain the process of EFT.
14. Discuss the process and components of Electronic Data Interchange.
15. Explain the various kinds of security threats (net threats) faced by an organization.

16. Describe the different type of agents whose services are useful for E – Market?
17. Portray the Important features of Online marketing? Explain Advantages of Online marketing?
18. Explain the features of plat form of B2B?
19. Describe the various considerations which have to be taken in designing E- payment systems?
20. Explain about E – risk management issues?

21. Explain the differences between traditional commerce and E- Commerce.
22. Describe the various components of an effective E-Payment System?
23. What are the various components of E-Supply chain Management? What are its Recent trends and benefits? Explain.
24. Explain about the features required for B2B, B2C Platform for E – Commerce.
25. Explain about the different kinds of Marketing strategies applied on Online Marketing.