

Q.P. Code 56533

Fifth Semester B.B.M. Degree Examination, March/April 2022

(CBCS Scheme)

Management

Paper 5.3 E-COMMERCE

Time: 3 Hours] [Max. Marks: 90

Instructions to Candidates: Answers should be written completely in English.

SECTION A

1. Answer any TEN sub-questions. Each sub-question carries 2 marks:

- (a) Define E-Commerce.
- (b) State any 2 web browsers.
- (c) State any 4 e-banking services.
- (d) What is internet communication?
- (e) What is e-mail?
- (f) Expand: HTTP, WWW.
- (g) What is Smart card?
- (h) What is e-shopping?
- (i) What do you mean by digital signature?
- (j) What is virtual mall?
- (k) What is website designing?
- (l) What do you mean by E-Commerce security?

SECTION-B

Answer any FIVE questions from the following. Each question carries 5 marks:

2. Briefly explain the consumer oriented applications in E-Commerce.
3. Briefly explain the advantages of E-Commerce.
4. Explain in brief about network infrastructure for E-Commerce.
5. Explain the types of digital documents.

6. Explain the E-banking payment methods.
7. Explain the features of E-mail.
8. Explain the limitations of Internet Advertising

SECTION-C

Answer any THREE questions from the following. Each question carries 15 marks:

9. Analyse the impact of technological changes on e-commerce
10. Explain the advantages and disadvantages of credit card.
11. Explain the types of internet communication.
12. Explain the anatomy of e-commerce applications.
13. Write short notes on:
 - (a) Supply chain management
 - (b) Corporate data houses
 - (c) Internet governance