



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

M.Com. DEGREE EXAMINATION – COMMERCE

FOURTH SEMESTER – APRIL 2016

CO 4811 - E COMMERCE

Date: 25-04-2016
Time: 09:00-12:00

Dept. No.

Max. : 100 Marks

SECTION – A

Answer ALL questions:

(10 x 2 = 20)

1. What is an E-Wallet? What are the uses of it?
2. What is E- Security?
3. What is a cyber crime?
4. What is an electronic catalog?
5. What do you mean by data warehouse?
6. Write a brief note on 'Shopping Cart'.
7. What is E-Trading?
8. What is the main difference between 'E-Business' and 'E-Commerce'.
9. What is IMPS?
10. What is OTP in online funds transfer?

SECTION – B

Answer any four questions:

(4 x 10 = 40)

11. What are the procedures involved in online funds transfer from one bank to another bank.
12. Explain the procedures involved in online shopping.
13. What are the elements of successful electronic market place? Explain.
14. Explain the role of search engines in E-Commerce.
15. Explain the benefits of EDI.
16. What is social media advertising? Explain the benefits of such advertisements.
17. Write the HTML coding for the following output in web browser.

Compare insurance policies online: compareinsuranceonline.in

Insurance companies (.. Red background..)	
Bharathi	ICICI Lombard
LIC	National Insurance
Max Life	Star Health
HDFC Health	Religare Health

SECTION – C

Answer any TWO questions:

(2 x 20 = 40)

18. Explain the differences between traditional commerce and E-Commerce business.
19. What is E-Payment? What are the advantages and disadvantages of it? Explain.
20. Explain the various classes of E-Commerce business with examples.
21. Explain the advantages and disadvantages of E-Commerce.
