



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

M.Com.DEGREE EXAMINATION – COMMERCE

FOURTHSEMESTER – APRIL 2018

16PCO4MC05- E-COMMERCE

Date: 27-04-2018
Time: 01:00-04:00

Dept. No.

Max. : 100 Marks

SECTION – A

(10 x 2 = 20)

Answer ALL questions:

1. Who are infomediaries?
2. Write a short note on 'E-Communities'.
3. What do you mean by social media marketing?
4. Define the term 'Internet Firewall'.
5. What is E-Business?
6. Write a short note on wireless networks.
7. What do you mean by data mining?
8. What is ISP? Write any four ISP in India.
9. Who is the owner of internet? Who controls World Wide Web?
10. What is an 'E-Wallet'?

SECTION – B

(4 X 10 = 40)

Answer any FOUR questions:

11. How does B2C business model work? Explain.
12. Explain the objectives of web presence of an organization.
13. Explain the differences between traditional commerce and E-Commerce.
14. What are the security risks associated with computer networks? Explain the ways in which those can be solved.
15. What are the advantages of disadvantages of E-Banking? Explain.
16. Prepare an E-Commerce business model for selling agricultural products.
17. Explain the process of EDI.

SECTION – C

(2 x 20 = 40)

Answer any TWO questions:

18. What are the various ways in which E-Advertisements can be done by an organization? Give examples.
19. Explain the characteristics of an effective websites with examples.
20. Explain the procedures involved in online shopping. Give examples.
21. What are the advantages and disadvantages of E-Trading? Explain.

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