



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.A.DEGREE EXAMINATION – ECONOMICS

FOURTHSEMESTER – APRIL 2018

16UCO4AL01- E-COMMERCE

Date: 25-04-2018
Time: 09:00-12:00

Dept. No.

Max. : 100 Marks

PART A

ANSWER ALL THE QUESTIONS:

(10X2=20)

1. Define the term “E-Commerce”.
2. What is meant by “Web Salesmanship”?
3. What is B2B business model?
4. State any two differences between e-trade and e-marketing.
5. What is Customer Complaints?
6. What do you understand by Call Centers?
7. Write note on “Digital Signature”.
8. Mention any two advantages of advertising in Network.
9. What is M-Commerce?
10. What do you mean by E-Trade?

PART B

ANSWER ANY FOUR QUESTIONS:

(4X10=40)

11. State the objectives and importance of E-Commerce.
12. What are the reasons for customer complaints? Explain them.
13. List down the advantages and disadvantages of mobile commerce.
14. Write note on taxation system of E-Commerce transactions.
15. Explain about the ethical and intellectual property issues in E-Commerce.
16. Explain the different categories of Cyber Crimes.
17. Briefly explain the E-business models.

PART C

ANSWER ANY TWO QUESTIONS:

(2X20=40)

18. Discuss the various types of an effective E-Payment system.
19. What is E-marketing? Explain the channels of E-marketing.
20. Explain about the Net threats and Security protection available in E-Commerce.
21. Discuss the various activities and importance of E-Trade.

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