



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.A.DEGREE EXAMINATION –ECONOMICS

FOURTH SEMESTER – APRIL 2019

17/16UCO4AL01- E-COMMERCE

Date: 04-04-2019
Time: 09:00-12:00

Dept. No.

Max. : 100 Marks

PART -A

ANSWER ALL THE QUESTIONS:

(10 X 2 = 20)

1. What is 'E-Commerce'?
2. What is 'M-Commerce'?
3. What is 'E-Marketing'?
4. Define EDI.
5. What is 'Digital Signature'?
6. What is E-SCM?
7. What is Operating System (OS) ?
8. What is Call Centre?
9. Define E-Security.
10. Expand: i) HTML ii) EFT

PART-B

ANSWER ANY FOUR QUESTIONS:

(4 X 10 = 40)

11. Explain the various applications of M-Commerce.
12. What are the components of E-marketing mix?
13. Explain in details the benefits of Electronic Data Interchange.
14. State the components of Electronic payment system.
15. What are the advantages of E-SCM?
16. What are the various kinds of security threats faced by an organization?
17. What are the important features of Information Technology Act, 2000?

PART-C

ANSWER ANY TWO QUESTIONS

(2 X 20 = 40)

18. Explain the advantages and disadvantages of E-commerce.
19. What are the various models of E-Commerce?
20. Explain the different types of cyber crimes and give an example for each category.
21. Explain in detail various issues involved in E-Commerce technologies.
