



**LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034**

**B.A. DEGREE EXAMINATION – ECONOMICS**

**FOURTH SEMESTER – APRIL 2022**

**16/17/18UCO4AL01 – E-COMMERCE**

Date: 27-06-2022

Dept. No.

Max. : 100 Marks

Time: 09:00 AM - 12:00 NOON

**SECTION – A**

**Answer ALL questions:**

**(10 x 2 = 20)**

1. What is the difference between 'E-Business' and 'E-Commerce'.
2. Define EDI.
3. What is Data Warehousing in E-Commerce?
4. What is an E-Wallet? List out some of its benefits.
5. What do you mean by data mining?
6. What is IMPS?
7. Write a short note on E-Trading.
8. Define the term 'Internet Firewall'.
9. What is a 'Digital Signature'?
10. What is HTTP?

**SECTION – B**

**Answer any FOUR questions:**

**(4 x 10 = 40)**

11. Discuss on how internet has aided in developing "E – Commerce".
12. Elucidate the differences between traditional commerce and E-Commerce.
13. Explain in detail the benefits of Electronic Data Interchange
14. State the components of Electronic payment system.
15. What is social media advertising? Elucidate the benefits of such advertisements.
16. What are the various security risks involved while shopping online and while making online payments? Explain the ways to solve these issues.
17. Prepare an E-Commerce business model for selling customized products.

**SECTION – C**

**Answer any TWO questions:**

**(2 x 20 = 40)**

18. Illustrate the procedures involved in online shopping with suitable examples.
19. Explain in detail the advantages and disadvantages of E-Trading.
20. Explain the different types of cybercrimes and give an example for each category.
21. Discuss in detail about the various order fulfilment methods with suitable examples.

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