

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034



U.G. DEGREE EXAMINATION – ALLIED OPTIONAL

FOURTH SEMESTER – APRIL 2022

UCO 4401 – 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 do you mean by firewalls?
2. What is 'pay per click'?
3. Write the HTML tag used for text aligning to the center.
4. Write a short note on 'E-Security'
5. What is Search Engine Optimization?
6. What is wireless networks?
7. Write a short note on social media marketing.
8. What is Universal Product Code?
9. Write a short note on 'Conversion Funnel'.
10. Define the term 'Web Salesmanship'

SECTION – B

Answer any FOUR questions:

(4 X 10 = 40)

11. What are the advantages and disadvantages of cloud kitchen? Explain.
12. Explain the methods of e – Payment systems.
13. What are the components of EDI? Explain.
14. Explain the procedures involved in online shopping.
15. Explain the differences between traditional banking and e – Banking.
16. What are the characteristics of an effective website? Explain.
17. How will you measure the effectiveness of e - advertisements? Explain.

SECTION – C

Answer any TWO questions:

(2 x 20 = 40)

18. Explain the advantages and disadvantages of e – Commerce.
19. Enumerate the e - Commerce business model for selling perishable products.
20. How internet supports the online and offline business concerns? Explain.
21. What are the requirements of successful e payment system? Explain.
