



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Com. DEGREE EXAMINATION – COMMERCE & CORPORATE SEC.

FOURTH SEMESTER – APRIL 2017

CA 4205- E-COMMERCE

Date: 29-04-2017
Time: 09:00-12:00

Dept. No.

Max. : 100 Marks

PART A

Answer the questions.

(10x2=20)

1. State the competitive advantages of undertaking an E-Commerce project.
2. List the common features of E-Commerce.
3. What are the four main areas in which companies conduct business online?
4. Define Transaction Processing Systems.
5. Illustrate the convergence of Information and strategy.
6. What are the activities involved in a successful business plan?
7. State the factors that are critical for the layout of a website.
8. What are the elements that has to be placed “above the fold”?
9. Mention the different types of smart cards.
10. Define Electronic banking.

PART B

Answer all the questions

(5x8=40)

11a. Explain the benefits of E-commerce.

(OR)

11b. Write a short note on the types of E-commerce solutions.

12a. Elucidate Direct marketing and selling with a diagram and list the steps to build a direct marketing and selling system.

(OR)

12b. Brief on the Obstacles in Adopting E-Commerce Applications.

13a. Explain the E-strategy framework.

(OR)

13b. Illustrate the significance of knowledge management in E-strategy. Mention a few applications of knowledge management.

14a. Explain the advantages and disadvantages of flexible page design.

(OR)

14b. Write short notes on outsourcing web design.

15a. Describe Peer-to-Peer payments.

(OR)

15b. Elucidate open and closed security.

PART C

Answer any two questions

(2x20=40)

16a. Discuss the different services of E-commerce systems.

16b. Explain the application of E-commerce in

- i) Supply chain management
- ii) Corporate purchasing
- iii) Financial and information services.

17a. Explain in detail the three bonding factors in E-commerce strategy

17b. Describe in detail the application of E-business strategy in Data warehouse and data mining.

18a. Write in detail about the requirement of intelligent websites.

18b. Discuss about Electronic Fund transfers in detail.

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