

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034



M.Com. DEGREE EXAMINATION – COMMERCE

FOURTH SEMESTER – APRIL 2023

PCO 4505 – E-COMMERCE

Date: 10-05-2023

Dept. No.

Max. : 100 Marks

Time: 09:00 AM - 12:00 NOON

SECTION A

Answer ALL the questions

(10 x 2 = 20)

- 1 Define mobile commerce.
- 2 What is affiliate marketing?
- 3 What is a thumbnail?
- 4 What do you mean by SEO?
- 5 Write a short note on the payment gateway.
- 6 What is an order fulfillment?
- 7 What do you mean by secure sockets layer?
- 8 What is cross selling?
- 9 Define digital wallet.
- 10 What is a shopping cart?

SECTION B

Answer any FOUR questions:

(4 X 10 = 40)

- 11 What are the objectives of E-Commerce?
- 12 What are the benefits of Social media advertising? Explain.
- 13 Explain the various methods of the E-Payment system.
- 14 Explain the importance of E-Trading.
- 15 What are the various types of E-Marketing channels? Explain.
- 16 Explain the functions of operating systems.
- 17 How to improve internet security? Briefly explain.

SECTION C

Answer any TWO questions:

(2 x 20 = 40)

- 18 What are the advantages and disadvantages of E-Commerce? Explain.
- 19 Explain the different types of E-Commerce.
- 20 Give an elaborate account of various ways in which the internet can add value to businesses.
- 21 Highlight the salient features of Cyber Laws in India.

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