

# LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034



**M.Com. DEGREE EXAMINATION – COMMERCE**

**SECOND SEMESTER – APRIL 2023**

**PCO2MC03 – E-COMMERCE**

Date: 06-05-2023

Dept. No.

Max. : 100 Marks

Time: 01:00 PM - 04:00 PM

## SECTION A – K1 (CO1)

**Answer ALL the questions**

**(5 x 1 = 5)**

**1. MCQ**

- a) Which of the following is an example of a social media platform that can be used for e-commerce?  
(a) Facebook, (b) Instagram, (c) Twitter, (d) All of the above
- b) What is web analytics?  
(a) The process of analyzing website design and layout  
(b) The process of analyzing website traffic and user behavior  
(c) The process of optimizing website content for search engines  
(d) None of the above
- c) What is a phishing attack?  
(a) A type of attack where hackers use malware to gain unauthorized access to a computer or network  
(b) A type of attack where hackers try to trick users into revealing sensitive information like bank account credentials  
(c) A type of attack where hackers use brute force to guess passwords  
(d) None of the above
- d) How do users add hashtags to their posts?  
(a) By including them in the caption or comments  
(b) By using the hashtag symbol (#) followed by the keyword  
(c) Both a and b  
(d) None of the above
- e) What is a shopping cart in e-commerce?  
(a) A physical cart used for shopping in a physical store  
(b) A virtual cart used for shopping online  
(c) A tool used for marketing online  
(d) None of the above

## SECTION A – K2 (CO1)

**Answer ALL the questions**

**(5 x 1 = 5)**

**2. True or False**

- a) While e-commerce can eliminate the need for a physical storefront, businesses may still require a physical presence for other purposes such as warehousing, inventory management, and customer service.
- b) While e-commerce has disrupted traditional retail to some extent, it is not a complete substitute, and many consumers still prefer to shop in physical stores for certain types of products and services.
- c) Malware can infect your computer through a variety of channels, including email attachments, software downloads, and social media.
- d) It is uncommon for e-commerce websites to manipulate or fake ratings and reviews.
- e) Offering free shipping can be an effective way to increase sales in e-commerce.

**SECTION B – K3 (CO2)**

**Answer any THREE of the following in 300 words (3 x 10 = 30)**

3. Construct an E-Commerce business model for selling homemade food items to the consumers.
4. Illustrate any five E-Payment methods.
5. Enumerate the disadvantages of mobile commerce.
6. Interpret the main objectives of Web Analytics.
7. Illustrate the impact of E-Commerce on society and economy.

**SECTION C – K4 (CO3)**

**Answer any TWO of the following in 500 words (2 x 12.5 = 25)**

8. Categorize the various techniques of Search Engine Optimisation.
9. Evaluate any five types of E-Commerce.
10. Differentiate E-Commerce from physical commerce.
11. Evaluate the methods of increasing internet security.

**SECTION D – K5 (CO4)**

**Answer any ONE of the following in 750 words (1 x 15 = 15)**

12. How will you plan for a domain name selection and registration.
13. Explain the benefits of Electronic Data Interchange.

**SECTION E – K6 (CO5)**

**Answer any ONE of the following in 1000 words (1 x 20 = 20)**

14. Give a brief account of the pros and cons of E-Commerce in detail.
15. Elucidate the ways in which the internet can add value to businesses.

#####