



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

U.G. DEGREE EXAMINATION – ALLIED

FOURTH SEMESTER – APRIL 2023

UCO 4401 – E - COMMERCE

Date: 04-05-2023

Dept. No.

Max. : 100 Marks

Time: 09:00 AM - 12:00 NOON

SECTION A

Answer ALL the questions

(10 x 2 = 20)

- 1 Define the term 'E-Commerce'.
- 2 What is a digital wallet?
- 3 Write a short note on 'Web Analytics'.
- 4 Define the term 'Call-to-Action'.
- 5 What is a conversion tunnel in E-Commerce?
- 6 What is a clickthrough rate?
- 7 Define the term 'Domain Name'.
- 8 What is the main difference between a website and mobile site?
- 9 What is a shopping cart?
- 10 Write a short note on 'Affiliate Marketing'.

SECTION B

Answer any FOUR questions:

(4 X 10 = 40)

- 11 Briefly explain the scope of E-Commerce.
- 12 What are the differences between E-Commerce and physical commerce? Explain.
- 13 Enumerate the competitive advantages of the E-Payment system.
- 14 What are the methodologies of web analytics? Explain.
- 15 Briefly explain the attractive marketing strategies used for online customers.
- 16 What are the various types of E-Commerce? Explain.
- 17 Explain the various types of E-Payment methods.

SECTION C

Answer any TWO questions:

(2 x 20 = 40)

- 18 Explain the advantages and disadvantages of E-Commerce.
- 19 What are the applications of electronic data interchange? Explain.
- 20 How will you manage the E-Commerce infrastructure? Explain.
- 21 Explain the procedures involved in buying and selling products online.

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