

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 - K1 (CO1)

Answer ALL the Questions

(10 x 1 = 10)

1.	MCQ
a)	Which of the following is an example of a B2B e-commerce platform? (a) Amazon, (b) Alibaba, (c) eBay, (d) None of the above
b)	What is SEO in e-commerce? (a) Social Engine Optimization, (b) Site Engine Optimization, (c) Search Engine Optimization (d) None of the above
c)	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
d)	What is a chatbot in e-commerce? (a) A physical robot used for customer service in a physical store (b) A software program that simulates human conversation through text or voice interactions (c) A tool used for website design (d) None of the above
e)	What is an affiliate marketing program? (a) A program that rewards customers for referring friends and family to a website (b) A program that allows businesses to earn commission by promoting other businesses' products and services (c) A program that allows businesses to sell products through social media platforms (d) None of the above
2.	MCQ
a)	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
b)	What is a click-through rate (CTR) in web analytics? (a) The percentage of website visitors who leave the website after viewing only one page (b) The percentage of website visitors who make a purchase (c) The percentage of website visitors who click on a specific link (d) None of the above
c)	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
d)	What is a firewall? (a) A program that detects and removes viruses from a computer (b) A program that prevents unauthorized access to a computer or network (c) A program that encrypts data during transmission (d) None of the above

e)	What is GST? (a) Goods and Services Tax, (b) General Sales Tax, (c) Goods and Services Trade (d) None of the above
SECTION A - K2 (CO1)	
	Answer ALL the Questions (10 x 1 = 10)
3.	True or False
a)	HTML stands for "Hypertext Markup Language."
b)	The tag is used to display images in HTML.
c)	Mobile applications can be used to make phone calls and send text messages.
d)	The internet is owned and controlled by a single entity or organization.
e)	While e-commerce has seen significant growth in the past decade, it has been around in some form since the 1970s, when businesses began to use electronic data interchange (EDI) to exchange business documents electronically.
4.	True or False
a)	E-commerce transactions are always secure.
b)	E-commerce platforms can provide businesses with real-time visibility into their inventory levels, order status, and shipping logistics, allowing them to optimize their supply chain operations.
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 TWO of the following in 100 words (2 x 10 = 20)
5.	Sketch the scope of E-Commerce.
6.	Illustrate any five E-Payment methods.
7.	Interpret the main objectives of Web Analytics.
8.	Construct an E-Commerce business model for selling fruits and vegetables by farmers to the consumers without more middlemen.
SECTION C – K4 (CO3)	
	Answer any TWO of the following in 100 words (2 x 10 = 20)
9.	Point out the requirements for a successful E-Payment system.
10.	Explain the benefits of Electronic Data Interchange.
11.	Point out the uses of Web-Analytics.
12.	Explain the following E-Commerce terminologies in detail. (a) Search Engine Optimisation, (b) Hashtag, (c) Clickbait, (d) Clickthrough rate (e) Adwords
SECTION D – K5 (CO4)	
	Answer any ONE of the following in 250 words (1 x 20 = 20)
13.	Summarize the advantages and disadvantages of E- Commerce.
14.	Evaluate any five types of E-Commerce by mentioning their suitability, advantages and disadvantages.
SECTION E – K6 (CO5)	
	Answer any ONE of the following in 250 words (1 x 20 = 20)
15.	Compile the steps in selecting and registering the domain name.

16. Generalize the ways in which the internet can add value to businesses.

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