



LOYOLA COLLEGE (AUTONOMOUS) CHENNAI – 600 034

B.A. DEGREE EXAMINATION – ECONOMICS

FOURTH SEMESTER – APRIL 2025

16/17/18UCO4AL01 – E-COMMERCE



Date: 06-05-2025

Dept. No.

Max. : 100 Marks

Time: 09:00 AM - 12:00 PM

SECTION A

Answer ANY FOUR of the following

4 x 10 = 40 Marks

1. Discuss the significance of Call-to-Action (CTA) and Clickbait in digital marketing
2. Explain the role of Search Engine Optimization (SEO) in digital marketing.
3. Explain the evolution of E-Commerce and its impact on society and the economy.
4. Differentiate between E-Commerce and Physical Commerce with suitable examples.
5. Describe in detail Web Analytics techniques, including Cohort Analysis, Clickthrough Rate, and Conversion Rate.
6. Explain the various E-Payment Methods and their competitive advantages.
7. Discuss the advantages and disadvantages of digital marketing in the modern business environment.
8. What are the different types of web hosting? Explain their importance in E-Commerce.

SECTION B

Answer ANY THREE of the following

3 x 20 = 60 Marks

9. Explain the role of infrastructure management in an E-Commerce business. Discuss website and mobile application development.
10. Explain the importance of EDI in business transactions. How does it improve efficiency and accuracy?
11. How do companies handle customer grievances in E-Commerce? Explain with examples.
12. Discuss the various logistics and order fulfilment strategies in E-Commerce.
13. Discuss the scope, types, and future trends of E-Commerce in the digital world.
14. What are the security challenges in E-Payments? Discuss the possible solutions in detail.
