



LOYOLA COLLEGE (AUTONOMOUS) CHENNAI – 600 034

U.G. DEGREE EXAMINATION – ALLIED FOURTH SEMESTER – APRIL 2025 UCO 4401 – E - COMMERCE



Date: 06-05-2025

Dept. No.

Max. : 100 Marks

Time: 09:00 AM - 12:00 PM

SECTION A - K1 (CO1)

Answer ALL the Questions

(10 x 1 = 10)

1. Write a short note on the following:

- a) Referral search
- b) B2G
- c) EDI
- d) In house Logistics
- e) SEO

2. Fill in the blanks

- a) _____ is a method of electronic payment where customers use smartphones for transactions.
- b) The process of promoting products using digital platforms is called _____.
- c) _____ is a metric used to measure the success of online advertisements.
- d) PayPal is an example of _____.
- e) _____ simulates human conversation through text or voice interactions.

SECTION A - K2 (CO1)

Answer ALL the Questions

(10 x 1 = 10)

3. Match the following

- a) Mobile Commerce - 1. Service that provides space for websites online
- b) Click through Rate (CTR) - 2. Online transfer of funds and transactions
- c) C2B - 3. Percentage of users who click on an ad or link
- d) E-Payment - 4. Buying and selling through mobile devices
- e) Web Hosting - 5. eBay

4. State True or False

- a) EDI helps in reducing transaction processing time.
- b) Clickbait is a strategy used to increase transparency in digital marketing.
- c) Web servers are used to store and deliver website content.
- d) All e-commerce transactions require physical delivery of goods.
- e) A call-to-action (CTA) is a prompt that encourages users to take an action.

SECTION B - K3 (CO2)

Answer any TWO of the following in 100 words each.

(2 x 10 = 20)

- 5. Interpret the main objectives of Web Analytics.
- 6. How internet supports the online and offline business concerns?
- 7. Investigate the impact of security threats like phishing and data breaches on online transactions.
- 8. Describe the benefits and hindrances of mobile commerce.

SECTION C – K4 (CO3)

Answer any TWO of the following in 100 words each.

(2 x 10 = 20)

9.	Elucidate the various types of searches on website traffic.
10.	What are the characteristics of an effective website? Explain
11.	Differentiate between various e-commerce business models B2C and C2B with suitable examples
12.	Elaborate on any two methods of E-payments and their competitive advantages.
SECTION D – K5 (CO4)	
Answer any ONE of the following in 250 words (1 x 20 = 20)	
13.	Evaluate the role of digital marketing in the growth of E-commerce, highlighting emerging trends and their impact.
14.	Explain the following E-Commerce terminologies in detail. (a) Search Engine Optimization, (b) Hashtag, (c) Clickbait, (d) Clickthrough rate (e) AdWords.
SECTION E – K6 (CO5)	
Answer any ONE of the following in 250 words (1 x 20 = 20)	
15.	How can online retailers use AI and automation to enhance customer grievance handling and improve response times?
16.	Construct an E-Commerce business model for selling fruits and vegetables by farmers to the consumers without more middlemen.

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