LOYOLA COLLEGE (AUTONOMOUS) CHENNAI – 600 034

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

SECOND SEMESTER – **APRIL 2025**

PCO2MC03 – E-COMMERCE

Date: 29-04-2025   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	**True or False**
a)	Cloud computing enables businesses to scale their e-commerce operations without physical infrastructure limitations.
b)	The General Data Protection Regulation (GDPR) applies only to businesses within the European Union.
c)	Social media influencers play no significant role in driving e-commerce sales.
d)	SSL certificates are used to encrypt data transferred between a user's browser and a website's server.
e)	Chatbots in e-commerce enhance customer service by providing automated responses and support.
SECTION A – K2 (CO1)	
Answer ALL the questions	**(5 x 1 = 5)**
2	**Write short notes on the following)**
a)	Net Promoter Score
b)	Comparison shopping engines
c)	Headless Commerce
d)	Social Commerce
e)	Zero Moment of Truth (ZMOT)
SECTION B – K3 (CO2)	
Answer any THREE of the following in 100 words each.	**(3 x 10 = 30)**
3	Explain how big data analytics is revolutionizing e-commerce.
4	Illustrate the significance of e-advertising in online business.
5	Discuss the various types of digital payment systems.
6	Explain the role of logistics and supply chain management in e-commerce.
7	Develop an e-commerce strategy for a startup business.
SECTION C – K4 (CO3)	
Answer any TWO of the following in 200 words each.	**(2 x 12.5 = 25)**
8	Discuss the evolution of e-commerce in India.
9	Explain the impact of artificial intelligence on personalized shopping experiences.
10	Discuss the importance of website usability and user experience (UX) in e-commerce.
11	Analyze the growth of mobile commerce and its influence on consumer behavior.

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SECTION D – K5 (CO4)	
Answer any ONE of the following in 500 words	**(1 x 15 = 15)**
12	List fifteen commonly used HTML tags in web page design and describe their functions.
13	Critically analyze the benefits and drawbacks of social media marketing for e-commerce.
SECTION E – K6 (CO5)	
Answer any ONE of the following in 1000 words	**(1 x 20 = 20)**
14	Explain the advantages and disadvantages of e-commerce.
15	Explain the precautions to be taken by the buyer for safe and secure online shopping. What steps should e-commerce companies take to ensure a safe and secure shopping experience?

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