



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Com. DEGREE EXAMINATION – CORPO. SEC. & COMMERCE

FOURTH SEMESTER – APRIL 2015

CA 4205 - E-COMMERCE

Date : 25/04/2015

Dept. No.

Max. : 100 Marks

Time : 09:00-12:00

PART - A

Answer ALL Questions

10 X 2 = 20

1. What is E-commerce?
2. What are the benefits of E-commerce?
3. List any few companies that succeeded in using E-Commerce for direct marketing and selling.
4. What is Corporate Purchasing?
5. Compare Data and Information with an example
6. Define Virtual value chain
7. What is a Site Map?
8. What is an internal hyperlink?
9. Define E-cash?
10. What is a Smart Card?

PART - B

Answer ALL Questions

5 X 8 = 40

11. a) Explain the advantages of E-commerce projects?
OR
b) Write short notes on EDI.
12. a) Explain the process of Supply Chain Integration.
OR
b) Discuss E-Commerce financial and information services.
13. a) Explain the Information strategy framework with a diagram.
OR
b) Explain the functions and characteristics of a Data Warehouse.
14. a) Discuss about Web Design Outsourcing.
OR
b) Explain the process of testing and maintaining a website.
15. a) Write notes on Cyber Cash.
OR
b) Discuss the Non-Card Costs of Smart cards

PART - C

Answer any TWO Questions

2 X 20 = 40

- 16 a) Discuss Electronic Commerce system in detail.
b) Discuss the future of E-Commerce in India
- 17 a) Discuss Seven dimensions of E-commerce strategy
b) Explain the advantages and disadvantages of Fixed and Flexible Webpage Design.
- 18 a) Discuss about the different smart cards.
b) Explain the Electronic payment systems in details.
