



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

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

FOURTH SEMESTER – APRIL 2016

CA 4205 - E-COMMERCE

Date: 27-04-2016
Time: 09:00-12:00

Dept. No.

Max. : 100 Marks

PART – A

ANSWER ALL QUESTIONS:

(10x 2 = 20)

1. Define e-commerce.
2. List out the benefits of the e-commerce.
3. What are the obstacles in adopting e-commerce?
4. What are the channels used in financial and information services?
5. List the seven dimensions of e-commerce strategy.
6. What are the characteristics of a data warehouse?
7. Write the four factors of good websites.
8. How to plan the budget?
9. What is cyber cash?
10. What are the three forms of encryption?

PART – B

ANSWER ALL QUESTIONS:

(5x8 = 40)

11. (a). What is e-commerce communication? Explain with diagram.
(OR)
(b). Draw a neat diagram of EDI & Explain.
12. (a). Explain the steps to build a supply chain management
(OR)
(b). What is corporate purchasing? Explain about it.
13. (a). Write short notes on virtual value chain.
(OR)
(b). Design a business plan for an e-commerce project.
14. (a). Explain the requirements of intelligent websites.
(OR)
(b). Discuss about web development tools.
15. (a). What is firewall? Explain the different types of firewall.
(OR)
(b). Write short notes on Encryption.

PART – C

ANSWER ANY TWO QUESTION

(2x 20 = 40)

16. (a). Explain in detail about services of e-commerce solutions
(b). Explain the following
 - i) Direct Marketing & selling
 - ii) Value chain integration
17. (a). Discuss in detail about data warehousing and data mining
(b). Explain in detail about the website structure.
18. (a). Discuss about smartcard in electronic payment system
(b). Explain: (i). Customer to merchant payment
(ii). Peer to Peer payment
