B. COM. DEGREE (C.B.C.S.S.) EXAMINATION, OCTOBER 2016

SEMESTER III - CORE COURSE (COMMERCE)

CO3B12B - E COMMERCE AND GENERAL INFORMATICS

Time: Three Hours   **Maximum Marks: 80**

PART A

I. Answer all questions in one or two sentences. Each question carries 1 mark

1. What is E-tail ware?
2. What is E-Selling?
3. What is B2C?
4. What is B2B aggregator?
5. What is EFT?
6. What is a website?

                                                                      (6x1=6)

PART B

II. Answer any seven questions. Each question carries 2 marks.

7. Define value chain.
8. What is e-commerce?
9. What is pure E-commerce?
10. What is ERP?
11. What is EDI?
12. What is E-cash?
13. What is a security policy?
14. Differentiate physical security & logical security.
15. What is Micro marketing?
16. Write a short note on emotional branding.

                                                                      (7x2=14)

PART C

III. Answer any five questions. Each question carries 6 marks.

17. Explain features of E-commerce.
18. Explain the advantages of B2B e-commerce.
19. Write a short note on the reasons for the growth of B2C web sites.
20. What is smart card? Detail how they are classified on the basis of technology?
21. Detail the process of creating a security policy.
22. What is antivirus? Explain its functions.
23. What is meant by customer loyalty? What are its ingredients?
24. Explain push marketing strategies.

                                                                      (5x6=30)

PART D

IV. Answer any two questions. Each question carries 15 marks.

25. Explain the applications of E-commerce.
26. What is ERP? Explain its components and benefits.
27. What is EPS? What are its requirements and benefits?
28. What is e-branding? How you can establish a brand online? What are the elements of branding?

(2x15=30)