

## **BCOM 2005**

B.Com. DEGREE EXAMINATION, JANUARY 2021.

Second Year

Commerce

**E-COMMERCE**

Time : Three hours

Maximum : 100 marks

SECTION A — (5 × 8 = 40 marks)

Answer any FIVE questions.

All questions carry equal marks.

1. What are the limitations of E-commerce?
2. Identify the types of merchandise that suited for Business to Consumer model of E-Commerce transactions.
3. Describe the benefits of E-branding.
4. Explain the working mechanism of E-cash payment system.
5. Enumerate the basic areas of finance.
6. What measures are taken to make e-contract and e-signature's valid and enforceable?

7. Describe the attributes of mobile commerce.
8. Spell out the recent trends in Internet marketing.

SECTION B — (4 × 15 = 60 marks)

Answer any FOUR questions.

All questions carry equal marks.

9. Discuss the development of internet in India.
10. Explain the various forms of Brokerage model.
11. Discuss the different marketing strategies adopted by the business organizations to attract and retain customers.
12. Delineate the benefits of E-payment system.
13. Highlight the importance of E-banking.
14. What are the steps to be taken to make mobile payments secure.