

## **BCOM 2005**

B.COM DEGREE EXAMINATION, JANUARY 2022.

Second Year

Commerce

E-COMMERCE

Time : Three hours

Maximum : 100 marks

PART A — (5 × 8 = 40 marks)

Answer any FIVE questions.

1. Explain the features of E-commerce.
2. Describe the various models of B2B E-commerce.
3. How E-marketing is differentiated from Traditional marketing?
4. What are the different types of Digital Token — Based F-payment system?
5. Describe the scope of E-finance.
6. State the basic principles of Privacy protection of E-Commerce.
7. Delineate the factors that drive mobile commerce.
8. Enlists the advantages and disadvantages of E-cash.

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

9. Describe the benefits of e-commerce to organizations, consumers, society and the Nation.
10. Discuss in brief the Michael Porter's Value Chain Model.
11. Explain the various issues of E-marketing.
12. State and explain the requirements of Digital payment system.
13. Enunciate the importance and advantages of E-trading.
14. Discuss the legal framework that regulate E-commerce in India.

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