

Reg. No. :

Name :

Third Semester B.Com. Degree Examination, January 2023

First Degree Programme under CBCSS

Complementary Course

CO 1331/CC 1331/HM 1331/CX 1331 : E-BUSINESS

(2019 Admission Onwards).

Time : 3 Hours

Max. Marks : 80

SECTION – A

Answer **all** questions. Each question carries **1** mark.

1. What is meant by online media?
2. What is C2C model?
3. Which are the different online auction sites on the Internet? Give any two names.
4. In a E-Commerce project, what is the use of ERP software packages?
5. What are the benefits of E- business, to society at large?
6. Give two examples for ERP products.
7. What is Net banking?
8. What is meant by crowdfunding?

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9. Write the name of any two online publishers in India.
10. What is meant by online education?

(10 × 1 = 10 Marks)

SECTION – B

Answer any **eight** questions in not exceeding **one** paragraph. Each question carries **2** marks.

11. What are the disadvantages of B2C model?
12. Which are the different online entertainment providers in India?
13. What is the nature of Government-to Consumer (G2C) model?
14. What are the advantages of online auctions?
15. Distinguish between English auctions and Dutch auctions.
16. What are the limitations of e-societies?
17. What are the advantages of internet marketing?
18. How E-Procurement helps to reduce cost?
19. Which are the tools of e-SCM?
20. What is meant by electronic fund transfer?
21. What are the criticisms against e-governance?
22. Which are the different services offered by e-District in Kerala?
23. What are the services offered by e-filing website?

24. What are the unique benefits of e-book?
25. Write a nature of e-shopping.
26. What are the objectives of online education?

(8 × 2 = 16 Marks)

SECTION – C

Answer any **six** questions in about **120** words each. Each question carries **4** marks.

27. What are the benefits of e-business to commercial enterprises?
28. What are the differences between traditional commerce and e-commerce?
29. What are the advantages of B2B Model?
30. Evaluate the advantages and disadvantages of C2C Model.
31. Which are the different types of e-societies?
32. Which are different phases in e-payment?
33. Which are the techniques of internet marketing?
34. Which are the different e-learning platforms in India?
35. Which are the steps towards building and running an online business?
36. What are the advantages of e-Governance?
37. Why e-learning assumes significance?
38. Which are the steps in e-filing of return?

(6 × 4 = 24 Marks)

SECTION – D

Answer any **two** questions in not exceeding **four** pages each. **Each** question carries **15** marks.

39. Bring out the scope of e-tourism Applications.
40. Explain the Importance of e-commerce.
41. Explain the technological requirements for launching online business.
42. Evaluate the nature and features of e-tailing.
43. Write a detailed note on e-SCM.
44. Which are the different e-governance initiatives in Kerala?

(2 × 15 = 30 Marks)