



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

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

FOURTH SEMESTER – NOVEMBER 2016

CA 4205 - E-COMMERCE

Date: 11-11-2016
Time: 01:00-04:00

Dept. No.

Max. : 100 Marks

PART – A

Answer all the questions:

10x2 = 20 marks

1. What is E-commerce?
2. What is EDI? Mention the use of it.
3. What is direct marketing?.
4. What is supply chain management?
5. What is E-strategy?
6. What data mining?
7. What are the goals of website?
8. What is outsourcing?
9. What is NEFT? Mention the use of it.
10. What is cybercash?

PART – B

Answer all the questions:

5x8 = 40 marks

- 11.a) Write a short notes on different services of E-commerce.
(or)
b) Explain about the advantages of EDI
- 12.a) Write short notes on obstacle in adopting E-commerce.
(or)
b). Explain about the future of E-commerce.
13. a) Explain about seven dimension of ecommerce.
(or)
b).Explain about DCE data mining.
14. a) Explain about the customer effective web design.
(or)
b) Write short notes on website development tools.
15. a) Write short notes on the advantages of electronic payments.
(or)
b) Explain about the advantages of cyber cash.

PART- C

Answer any Two questions:

2x 20 =40 marks

16. a). Explain in detail about overview of E-commerce
b). Discuss in detail about the various applications of E-commerce.
17. a) Explain in detail about data warehousing.
b). Discuss in detail about requirements of an intelligent websites.
18. a) Explain in detail about electronic payment systems
b). Discuss about smart card in detail.
