

**B.Com. (ISM) DEGREE EXAMINATION, NOVEMBER 2018**  
**III Year VI Semester**  
**Core Major- Paper XIV**  
**E- BUSINESS**

**Time : 3 Hours**

**Max.marks :75**

**Section A** ( $10 \times 2 = 20$ ) Marks

Answer any **TEN** questions

1. Define Internet.
2. Define Security threats.
3. Write short note on Electronic Wallet.
4. What is Business infrastructure?
5. Define World Wide Web.
6. Explain the meaning of E-Marketing mix.
7. Write a note on VAN & MIME.
8. What are the strategies for marketing?
9. What is meant by out sourcing?
10. How do you create an effective web presence?
11. State the meaning of value chain management.
12. What is meant by server?

**Section B** ( $5 \times 5 = 25$ ) Marks

Answer any **FIVE** questions

13. Explain the evolution of E - Commerce.
14. Analyse the features of WWW.
15. Write a short note on "Value Chain".
16. Describe the Electronic Payment System process.
17. Enumerate the steps included in E- Commerce Implementation.
18. What does Web Sales mean? Explain its merits.
19. Explain the commercial uses of Internet.

**Section C** ( $2 \times 15 = 30$ ) Marks

Answer any **TWO** questions

20. Explain the benefits and disadvantages of e-commerce technology.
21. What are the various kinds of security threats faced by an organisation?
22. Explain various types of promotions on the web.
23. Discuss in detail the benefits of Electronic Data Interchange.

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