

B.Com(ISM) DEGREE EXAMINATION, APRIL 2019
II Year IV Semester
E - Business

Time : 3 Hours

Max.marks :75

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

Answer any **TEN** questions

1. Define E- Business.
2. What are the main components of e- business?
3. What is web marketing?
4. What is digital marketing?
5. What is the various software used in e-business?
6. What is a fire wall?
7. What is the need for encryption?
8. What is big data analytics?
9. What are the types of e-commerce software?
10. What is net banking?
11. List out any 4 ways to pay in e-commerce.
12. Name any 4 e-business models.

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

Answer any **FIVE** questions

13. Explain the functions of e-business.
14. Explain the advantages of e- marketing.
15. Explain the impact of big data analytics in e commerce.
16. Write in detail about the advanced functions of e-commerce software?
17. Briefly explain the types of ecommerce providers & vendors.
18. List out and explain the different types of e-commerce.
19. What is Paypal?

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

Answer any **TWO** questions

20. Differentiate Digital marketing and Traditional marketing.
21. Explain the advantages of e-business?
22. Explain in detail the different payments systems?
23. Explain Net Banking with different modes of transactions.

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