

**B.Com(ISM) DEGREE EXAMINATION, APRIL 2019**  
**III Year VI Semester**  
**E-Business**

**Time : 3 Hours**

**Max.marks :75**

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

Answer any **TEN** questions

1. Define electronic commerce.
2. What is a value chain?
3. What is the need for e-business?
4. What is internet?
5. What is electronic commerce software?
6. Define e-security.
7. What is a virus?
8. What is electronic payments system?
9. What is e-marketing plan?
10. What is a web portal?
11. What are the tax issues in e-business?
12. What is e-advertisement?

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

Answer any **FIVE** questions

13. Briefly explain the uses of internet.
14. Differentiate e commerce and Traditional marketing.
15. Explain in brief the basic functions of e commerce software.
16. Explain the legal and ethical issues in e-commerce.
17. Explain security Threats in e payment system.
18. Discuss about web portals.
19. List out the various advantages in issuing e-cheques.

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

Answer any **TWO** questions

20. Explain in detail the different electronic commerce software available.
21. Explain the advantages of e-business.
22. Explain in detail the different payments systems.
23. Briefly discuss about on-line shopping cart in e-business.

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