B.Com(ISM) DEGREE EXAMINATION,NOVEMBER 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. Mention any two benefits of E Business.
3. What is Social media marketing?
4. Give the meaning of traditional marketing.
5. What is Big data analytics?
6. What is Packet filtering?
7. What do you mean by a firewall?
8. What do you mean by E- Payment?
9. Give the meaning of Net Banking.
10. What is EFT?
11. Give any two problems faced in E- Business by the customers.
12. Mention any two benefits of traditional marketing.

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

Answer any **FIVE** questions

13. What are the functions of Electronic Business?
14. Explain the differences between Digital Marketing and Traditional Marketing.
15. Explain the basic functions of electronic commerce software.
16. Discuss the advantages of Big Data Analytics.
17. Explain the process of Electronic Funds Transfer.
18. Briefly explain the types of E – Commerce Providers.
19. What are the advantages of Net Banking?

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

Answer any **TWO** questions

20. Write an essay on the benefits of E- Business for Retailers.

21. Explain the impact and future of E – Commerce.

22. In detail discuss the steps for Electronic Payment.

23. Compare E – Marketing and Social Media Marketing.

B.Com(ISM) DEGREE EXAMINATION,NOVEMBER 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. Mention any two benefits of E Business.
3. What is Social media marketing?
4. Give the meaning of traditional marketing.
5. What is Big data analytics?
6. What is Packet filtering?
7. What do you mean by a firewall?
8. What do you mean by E- Payment?
9. Give the meaning of Net Banking.
10. What is EFT?
11. Give any two problems faced in E- Business by the customers.
12. Mention any two benefits of traditional marketing.

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

Answer any **FIVE** questions

13. What are the functions of Electronic Business?
14. Explain the differences between Digital Marketing and Traditional Marketing.
15. Explain the basic functions of electronic commerce software.
16. Discuss the advantages of Big Data Analytics.
17. Explain the process of Electronic Funds Transfer.
18. Briefly explain the types of E – Commerce Providers.
19. What are the advantages of Net Banking?

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

Answer any **TWO** questions

20. Write an essay on the benefits of E- Business for Retailers.
21. Explain the impact and future of E – Commerce.
22. In detail discuss the steps for Electronic Payment.
23. Compare E – Marketing and Social Media Marketing.