

B.Com(ISM) DEGREE EXAMINATION, APRIL 2020
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 goals of Electronics Business?
3. List the scope of E-Business.
4. Define: Internet Marketing.
5. Write notes on: Digital marketing.
6. List some specialized areas of Internet marketing.
7. Write down the functions of electronic commerce.
8. Write notes on: Big data analytics.
9. Define: Firewall.
10. What is Packet filtering?
11. Define: Electronic fund transfer.
12. Write about PayPal.

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

Answer any **FIVE** questions

13. Explain the functions of Electronic Business.
14. Discuss on the main components of E-Business.
15. Difference between Digital Marketing and Traditional Marketing.
16. Discuss on the advanced functions of e-commerce software
17. Explain in brief: Security on the Internet.
18. Discuss on: Authentication mechanism
19. Explain about Digital Token based E-Payment systems

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

Answer any **TWO** questions

20. Discuss in detail the types of E-commerce Providers and Vendors and its benefits
21. Write about the following: Web marketing, E-marketing, Social media marketing.
22. Discuss on: Impact in E-Commerce and Future of E-Commerce.
23. Explain with an example about Online payment and list its benefits

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