

B.Com. (ISM) DEGREE EXAMINATION, EVEN SEMESTER 2021
II Year IV Semester
E - Business

Max.marks : 25

Answer any **FIVE** questions ($5 \times 5 = 25$) Marks

1. What are the benefits of E-Business?
2. Explain the scope of E-Business.
3. Distinguish between Digital Marketing and Traditional Marketing.
4. What are the Basic functions of Electronic Commerce Software?
5. Write short notes on Network Policy.
6. What are the benefits of Electronic Funds Transfer?
7. Define Net Banking.