

**SHRIMATHI DEVKUNVAR NANALAL BHATT VAISHNAV COLLEGE FOR WOMEN
(AUTONOMOUS)**

(Affiliated to the University of Madras and Re-accredited with 'A+' Grade by NAAC) Chromepet,
Chennai — 600 044.

B.Com.(ISM) END SEMESTER EXAMINATION APRIL/NOV - 2021

SEMESTER - IV

18UBICT4009 - E - Business

Total Duration : 3 Hrs	Total Marks : 75
MCQ : 30 Mins	MCQ : 15
Descriptive : 2 Hrs.30 Mins	Descriptive : 60

Section B

Answer any **SIX** questions ($6 \times 5 = 30$ Marks)

1. Explain the functions of electronic business.
2. Differentiate traditional marketing and E-marketing with examples.
3. Explain the main components of E- marketing.
4. What are the functions of electronic commerce software?
5. Discuss the types of vendors available on the E-platform.
6. Mention the steps to ensure transactional security and data protection during money transfer.
7. Explain the ways to use social media for marketing.
8. Discuss packet filtering in detail.

Section C

Answer any **THREE** questions ($3 \times 10 = 30$ Marks)

9. Discuss the pros and cons of E-business in part on the retailer and the customer during the pandemic situations.
10. Elaborate the concept of big data analytics in E –commerce.
11. How will you improve E- security? And explain the importance of firewall in detail.
12. Explain the new trends in marketing payment methods with examples.
13. Explain the digital token based e-payment system in detail.