

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 EXAMINATIONS APRIL-2023

SEMESTER - VI

20UBIET6002 - E-Business

Total Duration : 2 Hrs 30 Mins.

Total Marks : 60

Section B

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

1. Explain the functions of electronic business.
2. Describe the features of e-commerce software.
3. Examine the electronic data interchange standards.
4. Explain in detail the secure electronic payment protocol.
5. Classify the different types of e-commerce software.
6. Interpret the importance and need of digital marketing.
7. What are the various kinds of security threats faced by an organization?
8. Explain the different types of electronic payment systems. Examine each of them.

Section C

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

9. Describe the benefits of e-business for retailers and customers.
10. Compare digital marketing with traditional marketing.
11. "Social media is most important for e-commerce". Justify and explain its success.
12. A security system is the most important aspect of electronic commerce solutions. Justify the statement.
13. Examine the new trends in online payment on modern payment systems.

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