

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 - 2024

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. List out the benefits of E-Business for Retailers & Customers.
2. Write a short note on Internet Marketing.
3. Write the futures of e-commerce software.
4. Explain the benefits of EDI.
5. Illustrate digital token based E-payment systems.
6. Examine scope of E-Business.
7. Identify Impact in E-commerce.
8. Explain the net banking.

Section C

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

9. Illustrate E-Business models.
10. Compare the digital marketing and traditional marketing.
11. Explain big data analytics ways to use in social media.
12. Examine security in e-commerce.
13. Discuss E-payment systems.
