

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BCom DEGREE EXAMINATION MAY 2023
(Sixth Semester)

Branch – COMMERCE WITH COMPUTER APPLICATION

**DISCIPLINE SPECIFIC ELECTIVE-II: E-BUSINESS MODELS AND
PRACTICE**

Time: Three Hours

Maximum: 75 Marks

SECTION-A (10 Marks)

Answer ALL questions

ALL questions carry EQUAL marks (10 x 1 = 10)

- 1 Which of the following is not a key element of a Business model?
(i) Value proposition (ii) Competitive advantage
(iii) Market strategy (iv) Universal standards
- 2 Compared to B2C e commerce B2B e commerce is -----.
(i) of equal size (ii) slightly smaller
(iii) slightly larger (iv) much larger
- 3 The Most prevalent online payment method is -----.
(i) Paypal (ii) Checks
(iii) Credit cards (iv) Debit
- 4 E- Business can be defined as -----.
(i) the uninhibited flow of information and goods on the web
(ii) the use of the internet and the web to transact business
(iii) digitally enabled transactions and processes within an organization
(iv) commercial transactions involving electronic goods.
- 5 Management of supply chain through Internet is called -----.
(i) E- CRM (ii) E- Supply chain
(iii) E Commerce (iv) All the above
- 6 E-wallet is/are.....
(i) Secured with password (ii) Authenticates the holder's credentials
(iii) Stores personal information (iv) Allows price comparison shopping
(i) i, ii, iii, iv (ii) i, ii (iii) iii, iv (iv) i, ii, iii
- 7 Electronic delivery of computer software, photographs, videos, books (e-books) and journals (e-journals) and other multimedia content to the user's computer is
(i) e-Procurement (ii) e-Bidding/e-Auction
(iii) e-Communication/e-Promotion (iv) e- delivery
- 8 All of the following are challenges to online retail except -----.
(i) Consumer concerns about the security of transactions
(ii) Consumer concerns about the privacy of personal information given to Web sites
(iii) Delays in delivery of goods when compared to store shopping
(iv) Inability to change prices nearly interactive feature of news paper websites
- 9 What is the most commonly offered interact feature of newspaper Websites?
(i) video (ii) comments on blogs (iii) RSS feeds (iv) Podcasts
- 10 Which of the following is not considered to be drawback of internet auctions?
(i) market inefficiency (ii) trust risks
(iii) fulfillment costs (iv) delayed consumption costs

Cont...

SECTION - B (35 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks (5 x 7 = 35)

- 11 a) Bring out the elements of E business model.
OR
b) Compare the internet marketing with e tailing.
- 12 a) Explain the features of E market place.
OR
b) Outline the types of auctions.
- 13 a) Outline the benefits of E procurement.
OR
b) Explain the uses of smart card.
- 14 a) Explain the advantages of online job markets.
OR
b) Narrate the demand delivery benefits for enterprise.
- 15 a) Outline the techniques of search engine optimization.
b) Describe the process required for developing website.

SECTION - C (30 Marks)

Answer any THREE Questions

ALL Questions Carry EQUAL Marks (3 x 10 = 30)

- 16 Enumerate the various feature of E commerce.
- 17 Discuss the benefits and limitations of e auction.
- 18 Discuss the three phases of customer life cycle in e-Business.
- 19 Enumerate the online delivery of digital products, entertainment and media.
- 20 Discuss the funding option available to start the business.

Z-Z-Z

END