

**PSG COLLEGE OF ARTS & SCIENCE  
(AUTONOMOUS)**

**MCom (IB) DEGREE EXAMINATION MAY 2023  
(Fourth Semester)**

**Branch – INTERNATIONAL BUSINESS**

**E-COMMERCE & CUSTOMER RELATIONSHIP MANAGEMENT**

Time: Three Hours

Maximum: 50 Marks

**SECTION-A (5 Marks)**

Answer ALL questions

ALL questions carry EQUAL marks (5 x 1 = 5)

1. Which of the following is Not an advantage of E-Commerce?  
 (i) Cost saving and price reduction      (ii) Late response to customer needs  
 (iii) Wider choice      (iv) Improved customer services
2. Buying and selling goods over the internet is called:  
 (i) Hyper marketing      (ii) E-Commerce  
 (iii) Cyber selling      (iv) Euro Conversion
3. Which segment do Flipkart, Amazon, eBay etc belong to ?  
 (i) B2C      (ii) C2C      (iii) B2B      (iv) B2C
4. \_\_\_\_\_ is an alphanumeric code that uniquely identifies a bank branch participating in the NEFT system.  
 (i) IFSC      (ii) STP      (iii) SFMS      (iv) RTGS
5. Customized products and services for customers and interaction to individual customers are part of \_\_\_\_\_  
 (i) Company Relationship Management      (ii) Retailers Management  
 (iii) Supplier Management      (iv) Customer Relationship Management

**SECTION - B (15 Marks)**

Answer ALL Questions

ALL Questions Carry EQUAL Marks (5 x 3 = 15)

- 6 a) Describe how the World Wide Web Facilitate Ecommerce?  
 OR  
 b) Differentiate the Ecommerce and Traditional Commerce.
- 7 a) Discuss the business model of ECommerce in detail.  
 OR  
 b) Explain the key components in e-procurement.
- 8 a) State the challenges of Online payment in India.  
 OR  
 b) Explain 'e-wallet' and its salient features.
- 9 a) Explain the 4ps of event management.  
 OR  
 b) Point out the difference between cross selling and up selling.
- 10 a) Explain the benefits of Retailing.  
 OR  
 b) State the role of CRM in service sector.

**Cont...**

**SECTION -C (30 Marks)**

Answer ALL questions

ALL questions carry EQUAL Marks

(5 x 6 = 30)

11 a) Examine the Merits and Demerits of Ecommerce.

OR

b) Describe the frame work of electronic commerce.

12 a) Illustrate and compare ERP and Ecommerce business model.

OR

b) Enumerate the application of Ecommerce in supply chain management.

13 a) Give an overview on different online payment system in India.

OR

b) Elaborate the Applications in M Commerce.

14 a) Categorise the approaches for customer Acquisition.

OR

b) State the Multi-channel CRM.

15 a) Describe the classification of retailers.

OR

b) Enumerate the business opportunities of E-Tailing.

Z-Z-Z

END