

PSG COLLEGE OF ARTS & SCIENCE  
(AUTONOMOUS)

MCom(IB) DEGREE EXAMINATION MAY 2024  
(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 a key advantage of E-Commerce?  
(i) Limited global reach (ii) Slow transaction speed  
(iii) 24/7 accessibility (iv) High operational costs
- 2 How does E-Commerce contribute to Supply Chain Management (SCM)?  
(i) By slowing down order processing  
(ii) By reducing inventory visibility  
(iii) By improving efficiency in order fulfillment  
(iv) By increasing manual paperwork
- 3 Which of the following is a primary advantage of M-Commerce over traditional E-Commerce?  
(i) Limited accessibility (ii) Dependence on physical stores  
(iii) Mobility and convenience (iv) Slow transaction speed
- 4 Which CRM structure focuses on organizing customer data based on their stage in the sales pipeline?  
(i) Operational CRM (ii) Analytical CRM  
(iii) Collaborative CRM (iv) Strategic CRM
- 5 Which of the following is a popular CRM tool used for customer relationship management?  
(i) Photoshop (ii) Salesforce  
(iii) Microsoft Word (iv) Google Chrome

**SECTION - B (15 Marks)**

Answer ALL Questions

ALL Questions Carry EQUAL Marks

(5 x 3 = 15)

- 6 a Discuss the key factors contribute to successful business applications in the global trading environment.  
OR  
b Evaluate the primary channels of e-commerce and how do they differ.
- 7 a Explain Enterprise Resource Planning (ERP) how does it differ from traditional business management systems.  
OR  
b Analyze the significance of online marketing and advertising in the contemporary business landscape.
- 8 a Classify the categories of e-payment systems with explanation.  
OR  
b Discuss e-payment systems contribution to enhanced financial security.
- 9 a Discuss businesses effectively engage customers during the on boarding stage of the Customer Life Cycle ensuring a positive experience from the beginning.  
OR  
b Explain the transactional and relationship approach in business.

Cont...

- 10 a Justify the fundamental stages in the CRM process.  
OR  
b Explain how e-CRM enhance customer communication.

**SECTION -C (30 Marks)**

Answer ALL questions

ALL questions carry EQUAL Marks

(5 x 6 = 30)

- 11 a Evaluate the architectural framework of e-commerce highlighting the key components and their interconnections.  
OR  
b Explain the role of internet protocols in the functioning of the global network.
- 12 a Explain fundamental components of ERP system and its functions.  
OR  
b Interpret the challenges businesses face in implementing successful online marketing and advertising campaigns.
- 13 a Analyze cryptocurrencies, like bitcoin and ethereum contribution to the e-payment systems.  
OR  
b Classify environmental benefits result from the adoption of e-payment systems contributing to sustainable practices.
- 14 a Determine the role of CRM in personalization and its contribution to create tailored marketing campaigns for specific customer segments.  
OR  
b Categorize the key milestones in development of a business strategy.
- 15 a Elucidate strategies ensure prompt issue resolution and customer satisfaction.  
OR  
b Enumerate e-CRM enhance efficiency of global marketing strategies for MNCs.

Z-Z-Z

END