

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)
BVoc DEGREE EXAMINATION DECEMBER 2024
(Fourth Semester)

Branch – BANKING, STOCK & INSURANCE

FUNDAMENTALS OF E-COMMERCE AND M-COMMERCE

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 describes E-Commerce?
(i) Doing business electronically (ii) Doing business
(iii) Sale of goods (iv) All of the above
- 2 The concept of online marketing and selling of products and services through the internet is
(i) B2G (ii) B2C (iii) B2B (iv) B2E
- 3 E-Commerce commercial enterprise model specifically specializes in selling services or product online.
(i) Indirect marketing (ii) Online direct marketing
(iii) Market place (iv) Brick and mortar
- 4 Electronic Data Interchange (EDI) are
(i) Not universally available (ii) Essential for B2B commerce
(iii) Not required for B2B commerce (iv) Still being evolved
- 5 Which of the following is known as prescriptive ethics?
(i) Positive ethics (ii) Transitional ethics
(iii) Normative ethics (iv) Applied ethics

SECTION - B (15 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks

(5 x 3 = 15)

- 6 a Narrate the benefits of E-commerce.
OR
b Mention the features of WWW.
- 7 a Describe the advantages of Business to Business (B2B) Business model.
OR
b Compare the difference between E-Retailing and Traditional Retailing.
- 8 a Outline the objectives of E-Marketing.
OR
b Sketch the impact of web enabled services in E-commerce.
- 9 a Show the benefits of EDI.
OR
b Summarize the need of electronic payment system.
- 10 a How analyzing the ethical dilemmas.
OR
b Describe the basic ethical concepts.

SECTION -C (30 Marks)

Answer ANY THREE questions

ALL questions carry EQUAL Marks

(3 x 10 = 30)

- 11 Analyze the E-Commerce opportunities and challenges for industries.
- 12 Classify the types of E-Commerce.
- 13 Discuss the marketing strategies in E-Commerce.
- 14 Identify the layers of EDI implementation software.
- 15 Examine the social and political issues in E-Commerce.