

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BCom DEGREE EXAMINATION MAY 2025
(Sixth Semester)

Branch – COMMERCE WITH COMPUTER APPLICATIONS
MAJOR ELECTIVE COURSE – II : E BUSINESS MODELS AND PRACTICE

Time: Three Hours

Maximum: 50 Marks

SECTION-A (5 Marks)

Answer ALL questions

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

- 1 What is the main difference between E-Commerce and E-Business?
 - (i) E-Commerce involves buying and selling, while E-Business includes all business operations conducted online
 - (ii) E-Commerce refers only to digital products, while E-Business includes physical products
 - (iii) E-Commerce is only for large corporations, while E-Business is only for small businesses
 - (iv) E-Commerce is a subset of E-Business
- 2 Which of the following is a feature of an e-commerce marketplace?
 - (i) Physical presence in retail stores
 - (ii) Centralized system for transaction processing
 - (iii) Limited product variety
 - (iv) No digital payments allowed
- 3 What is the primary benefit of integrating an ERP system with e-business applications?
 - (i) Increased manual paperwork
 - (ii) Improved data accuracy and decision-making
 - (iii) Limited scalability
 - (iv) Reduced customer interaction
- 4 Identify the advantages of online publishing and e-book offered.
 - (i) High upfront printing costs
 - (ii) Limited distribution
 - (iii) Global distribution with minimal cost
 - (iv) Strict regulation of content
- 5 Indicate the primary focus of Search Engine Optimization (SEO) for an online business.
 - (i) Improving website design
 - (ii) Increasing website traffic
 - (iii) Enhancing customer service
 - (iv) Developing social media campaigns

SECTION - B (15 Marks)

Answer ALL Questions

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

- 6 a Explain the difference between E-Commerce and E-Business.
OR
b Analyze different type of E-Commerce with examples.
- 7 a Describe the features of an e-commerce marketplace.
OR
b Outline the benefits and limitations of auction systems.
- 8 a Explain the major role of EPR in modern business.
OR
b Summarise the process with its advantages of e-SCM.

Cont...

- 9 a Bring out the impact of e-tourism in global travel industry.
OR
b Outline the advantages and disadvantages of online real estate platforms.
- 10 a Discuss the different funding options available for starting an online business.
OR
b Explain the steps involved in website development for an online business.

SECTION -C (30 Marks)

Answer any **Three** questions

ALL questions carry **EQUAL** Marks

(3 x 10 = 30)

- 11 Categorize different components of Internet Marketing.
- 12 Discuss various functions of E-Market.
- 13 Analyze the challenges faced by business while implementing a e-Procurement system.
- 14 Compare digital products (e-books, software etc) with Physical products in terms of distribution and consumption.
- 15 Discuss the merits and demerits of social media marketing in online business.

Z-Z-Z

END