

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

**BCom DEGREE EXAMINATION MAY 2025
(Sixth Semester)**

Branch – E- COMMERCE

MAJOR ELECTIVE COURSE – II: E-SERVICES

Time: Three Hours

Maximum: 50 Marks

SECTION-A (5 Marks)

Answer ALL questions

ALL questions carry EQUAL marks

(5 x 1 = 5)

1. Name the expected life outcomes from education.
(i) Learning (ii) Evaluation
(iii) Aims (iv) Pedagogy
2. Which of the following is not a regulatory institutions in Indian financial system _____.
(i) RBI (ii) SEBI
(iii) CIBIL (iv) IRDA
3. How many Social Media Classification tools are there?
(i) 3 (ii) 2
(iii) 5 (iv) 4
4. _____ is a key e-CRM technique to tailor messages according to stated preferences or observed buyer behavior.
(i) Retention (ii) Reactivation
(iii) Personalization (iv) Recommendation
5. Which of the following forms is used for filling ITR by individuals and HUFs having income from business or Professions?
(i) ITR - 1 (ii) ITR - 2
(iii) ITR - 3 (iv) ITR - 4

SECTION - B (15 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks

(5 x 3 = 15)

6. a) Classify the types of E- Services.
OR
b) Explain about Hotel & Tourism Services.
7. a) Analyze the Process of E – Trading.
OR
b) Explain the Importance of E – Banking Services.
8. a) Classify the Types of Social Media.
OR
b) Narrate the Reasons for using social Networking.

Cont...

9. a) Compare between CRM and E- CRM.
OR
b) Outline the Principles of E – CRM.
10. a) Describe the types of E – Filing.
OR
b) Bring out the Characteristics of Maturity Models.

SECTION -C (30 Marks)

Answer any Three questions
ALL questions carry EQUAL Marks (3 x 10 = 30)

11. Categorize the SERVQUAL Scale for measuring Service Quality.
12. Identify the Advantages and Disadvantages of E – Insurance.
13. Enumerate the Benefits and Risks of Social Media Marketing.
14. Analyze the Important Steps to Implement E – CRM.
15. Summarise the Recent Global Trends of Growth in E – Governance.

Z-Z-Z

END