

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

**BVoc DEGREE EXAMINATION MAY 2025
(Fourth Semester)**

Branch - BANKING, STOCK & INSURANCE

FUNDAMENTALS OF E-COMMERCE AND M-COMMERCE

Time: Three Hours

Maximum: 75 Marks

SECTION-A (10 Marks)

Answer ALL questions

ALL questions carry EQUAL marks

(10 × 1 = 10)

Question No.	Question	K Level	CO
1	Which dimension of e-commerce enables commerce beyond the boundaries of the country? (a) Richness (b) Interactivity (c) Global Reach (d) Ubiquity	K1	CO1
2	Which is not a major type of electronic commerce? (a) Consumer to Business (b) Business to Consumer (c) Business to Business (d) Consumer to Consumer	K2	CO1
3	Which segment do eBay, Amazon.com belong? (a) B2Bs (b) B2Cs (c) C2Bs (d) C2Cs	K1	CO2
4	Which e-commerce transaction provides the benefits of eliminating the requirement of a middleman? (a) B2B (b) B2C (c) C2B (d) C2C	K2	CO2
5	What of the following provides a secure connection and privacy for the content of the web page? (a) HTML (b) Google (c) HTTPS (d) WWW	K1	CO3
6	Which portal is a specialized entry point to a specific market place or industry niche? (a) Vertical portal (b) Horizontal portal (c) Both of these (d) None of these	K2	CO3
7	Which of the following is an early form of e-commerce? (a) EDI (b) SCM (c) Both of these (d) None of the above	K1	CO4
8	The solution for all business needs is _____ (a) EDI (b) ERP (c) SCM (d) None of the above	K2	CO4
9	During E-commerce transaction we should ensure _____ (a) Integrity (b) Security (c) Confidentiality (d) All the above	K1	CO5
10	What is the legal protection afforded an expression of an idea, such as a song, video game, and some types of proprietary documents? (a) Ethics (b) Intellectual property (c) Copyright (d) All the above	K2	CO5

SECTION - B (35 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks

(5 × 7 = 35)

Question No.	Question	K Level	CO
11.a.	List the benefits of e-commerce.	K1	CO1
	(OR)		
11.b.	Interpret components of e-commerce.		

Cont...

12.a.	Summarize the features of e-retailing.	K2	CO2
(OR)			
12.b.	Classify the different E-Commerce models.		
13.a.	Discuss briefly about the e-commerce consumer applications.	K3	CO3
(OR)			
13.b.	How have web-enabled services transformed the way businesses interact with each other and their customers?		
14.a.	“Is EDI essential for growing business” Explain.	K4	CO4
(OR)			
14.b.	Classify the different types of firewalls in network security.		
15.a.	What are the key ethical considerations for data privacy and security in e-commerce platforms?	K4	CO5
(OR)			
15.b.	How does the digital nature of e-commerce create unique ethical challenges compared to traditional retail?		

SECTION -C (30 Marks)

Answer ANY THREE questions

ALL questions carry EQUAL Marks

(3 × 10 = 30)

Question No.	Question	K Level	CO
16	Broadly explain the types of e-commerce.	K1	CO1
17	Explain the problems for growth of B2C e-commerce in our country.	K3	CO2
18	Explain the concept of "e-service personalization" and discuss how it can be implemented to enhance user experience on online platforms.	K3	CO3
19	Explain the need of electronic payment system in the digital era and give the challenges.	K4	CO4
20	Discuss the potential privacy concerns associated with the collection and use of user data in e-service platforms.	K4	CO5

Z-Z-Z

END