

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)
MCom DEGREE EXAMINATION MAY 2025
(Fourth Semester)
Branch – **COMMERCE**

MAJOR ELECTIVE COURSE – II: E-COMMERCE

Time: Three Hours

Maximum: 75 Marks

SECTION-A (10 Marks)

Answer **ALL** questions

ALL questions carry **EQUAL** marks

(10 × 1 = 10)

Module No.	Question No.	Question	K Level	CO
1	1	What is E-Commerce? a) Buying and selling goods physically b) Buying and selling goods and services over the internet c) Advertising through newspapers d) Conducting surveys	K1	CO1
	2	What does B2C stand for in E-Commerce? a) Business to Client b) Business to Consumer c) Business to Creator d) Buyer to Corporation	K2	CO2
2	3	What is the function of a server in network infrastructure? a) Printing receipts b) Storing and managing website data c) Acting as a physical shop d) Reducing online sales	K1	CO1
	4	What is NOT a factor influencing E-Commerce network infrastructure? a) Internet speed b) Payment gateway security c) Climate conditions d) Data storage capacity	K2	CO2
3	5	Which organization first developed EDI? a) NASA b) National Institute of Standards and Technology (NIST) c) National Security Agency (NSA) d) International Telecommunication Union (ITU)	K1	CO1
	6	What does EDI reduce in business transactions? a) Processing time and paperwork b) Customer reach c) Business profits d) Internet dependency	K2	CO2
4	7	What is a firewall used for in E-Commerce? a) Preventing unauthorized access b) Slowing down transactions c) Increasing network threats d) Storing customer data	K1	CO1
	8	What is encryption used for? a) Securing electronic transactions b) Slowing down payments c) Preventing sales d) Increasing business costs	K2	CO2
5	9	What are the primary objectives of advertising on the Internet? a) To entertain the audience b) To sell products or services c) To inform about news d) To promote personal blogs	K1	CO1
	10	What are the first step in the online marketing process? a) Creating an advertisement b) Conducting market research c) Launching a website d) Designing the product	K2	CO2

Cont...

SECTION - B (35 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks (5 × 7 = 35)

Module No.	Question No.	Question	K Level	CO
1	11.a.	Explain the anatomy of an E-Commerce application with examples.	K2	CO2
		(OR)		
	11.b.	Advantages and disadvantages of E- Commerce.		
2	12.a.	Explain the key components of the Global Information Distribution Network.	K3	CO3
		(OR)		
	12.b.	Explain the NSFNET architecture and its role in the development of the Internet.		
3	13.a.	Explain the implementation process of EDI in business organizations.	K3	CO3
		(OR)		
	13.b.	Compare traditional paper-based transactions and EDI transactions.		
4	14.a.	Discuss the role of client and server security in protecting online transactions.	K4	CO4
		(OR)		
	14.b.	Explain the different types of firewalls and their applications in E-Commerce.		
5	15.a.	Discuss the process of online market research and how it benefits businesses.	K4	CO4
		(OR)		
	15.b.	Discuss the challenges of measuring the effectiveness of digital advertising.		

SECTION -C (30 Marks)

Answer ANY THREE questions

ALL questions carry EQUAL Marks (3 × 10 = 30)

Module No.	Question No.	Question	K Level	CO
1	16	Describe the framework of E-Commerce and its significance in modern business.	K4	CO4
2	17	Explain the economic and technological impact of I-Way on digital transactions.	K4	CO4
3	18	Explain the impact of EDI on the global supply chain and logistics industry.	K5	CO5
4	19	Explain the role of encryption techniques in securing electronic commerce.	K5	CO5
5	20	Evaluate the impact of AI and data analytics in online marketing strategies.	K6	CO5

Z-Z-Z

END