

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

MCom (IB) DEGREE EXAMINATION MAY 2025
(Fourth Semester)

Branch - INTERNATIONAL BUSINESS

E-COMMERCE & CUSTOMER RELATIONSHIP MANAGEMENT

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	The main function of Secure Socket Layer (SSL) in e-Commerce transactions is a) Speeding up website loading time b) Ensuring encrypted and secure data transmission c) Increasing internet bandwidth d) Making websites look visually appealing	K1	CO1
	2	One of the following is an example of a Business-to-Consumer (B2C) E-Commerce model. a) A company selling raw materials to a manufacturer b) An individual selling a second-hand phone on an online marketplace c) A customer purchasing a product from an online retail store d) A government website providing e-filing services for taxes	K2	CO1
2	3	The most effective strategies for online marketing in e-Commerce is a) Ignoring customer feedback and focusing only on product sales b) Relying solely on physical advertisements such as billboards c) Implementing personalized digital advertising and SEO strategies d) Avoiding mobile-friendly platforms for business websites	K1	CO2
	4	The primary role of infrastructure planning in e-Commerce businesses is a) Ensuring that all orders are processed manually b) Establishing a scalable, secure, and efficient technology framework c) Limiting accessibility to only local customers d) Increasing reliance on physical store networks	K2	CO2
3	5	The primary advantage of using e-wallets in online transactions is that they a) require manual approval for every transaction b) eliminate the need for internet access c) allow users to store payment information for faster checkouts d) are only compatible with desktop computers	K1	CO3
	6	The most critical factor in ensuring the security of an e-cash transaction is a) High-speed internet connectivity b) Strong encryption and authentication mechanisms c) The absence of financial institutions in the process d) Avoiding digital payments and relying solely on physical cash	K2	CO3
4	7	One of the following is an example of a transactional approach in CRM a) A business using personalized email campaigns for long-term customer engagement b) A company offering one-time discounts to attract new customers c) A firm using loyalty programs to retain customers over time d) A business implementing automated support to improve customer experience	K1	CO4
	8	The primary goal of Customer Relationship Management (CRM) a) To maximize short-term profits regardless of customer retention b) To enhance customer engagement and build long-term relationships c) To minimize communication with customers d) To focus only on acquiring new customers	K2	CO4
5	9	One of the following is a fundamental step in the CRM process a) Ignoring customer feedback b) Identifying, acquiring, and retaining customers c) Focusing solely on new customer acquisition d) Avoiding direct communication with customers	K1	CO5

Cont...

5	10	The major advantage of implementing a CRM roadmap in business applications is a) It allows businesses to randomly change customer engagement strategies b) It provides a structured plan for improving customer relationships c) It eliminates the need for CRM tools and technology d) It prevents businesses from making data-driven decisions	K2	CO5
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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.	Discover the significance of Internet Protocols in E-Commerce communication.	K4	CO1
		(OR)		
	11.b.	Examine the role of the World Wide Web in the e-Commerce ecosystem.	K4	CO1
2	12.a.	Discuss the B2B and B2C e-Commerce models and their impact on business strategy.	K6	CO2
		(OR)		
	12.b.	Adapt the role of E-Procurement in reducing operational costs for businesses.	K6	CO2
3	13.a.	Evaluate the advantages and limitations of e-wallets in online transactions.	K5	CO3
		(OR)		
	13.b.	Deduct a framework to mitigate security risks associated with M-Commerce payments.	K5	CO3
4	14.a.	Examine the concept of the Customer Life Cycle (CLC) is applied to a real-world business scenario.	K4	CO3
		(OR)		
	14.b.	Dissect how CRM can be used as a strategic tool to improve customer retention.	K4	CO3
5	15.a.	Evaluate the key elements of CRM and their impact on business success.	K5	CO5
		(OR)		
	15.b.	Explain the effectiveness of different CRM strategies in customer acquisition.	K5	CO5

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	Analyse the meaning, and scope of Electronic Commerce. Discuss the various channels of e-Commerce and its business applications in a global trading environment.	K4	CO1
2	17	Illustrate the comprehensive framework for Order Processing in e-Commerce. How does integrating ERP improve efficiency in this process?	K6	CO2
3	18	"The electronic payment system using smart cards, e-wallets, and e-cheques is secured and efficient" – Discuss this statement in the global business context.	K5	CO3
4	19	How CRM strategies work to develop a customer engagement framework for a multinational corporation (MNC). Provide real-world application-based examples.	K4	CO5
5	20	Develop an analytical framework for CRM models and evaluate their effectiveness in customer retention.	K5	CO5