

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

**BBA DEGREE EXAMINATION DECEMBER 2025
(Fifth Semester)**

Branch – **BUSINESS ADMINISTRATION (LOGISTICS)**

MAJOR ELECTIVE COURSE- I E –COMMERCE OPERATIONS

Time: Three Hours

Maximum: 75 Marks

SECTION-A (10 Marks)

Answer ALL questions

ALL questions carry EQUAL marks

$(10 \times 1 = 10)$

Module No.	Question No.	Question	K Level	CO
1	1	Which of the following is not a feature of e-commerce? a) Global reach b) 24x7 accessibility c) Limited communication d) Cost efficiency	K1	CO1
	2	The scope of e-commerce in India is increasing due to ----- a) Growth of internet penetration b) Low smartphone usage c) Lack of digital payments d) Poor logistics	K2	CO1
2	3	In which e-commerce model do consumers sell directly to other consumers? a) B2B b) B2C c) C2C d) C2B	K1	CO2
	4	From which of the following the Advertising Model in E-commerce mainly generates revenue? a) Selling subscription services b) Charging commission per sale c) Displaying paid ads to users d) Allowing free access to services	K2	CO2
3	5	Search engine optimization (SEO) and pay-per click (PPC) are tools of which of the following? a) Traditional marketing b) E-marketing c) Direct selling d) Telemarketing	K1	CO3
	6	Which of the following is an internet marketing trend? a) Mass marketing b) Influencer marketing c) Door-to-door promotion d) Print advertising	K2	CO3
4	7	What does a digital token-based payment system mainly use? a) Virtual tokens as substitutes for cash b) Cheques c) Debit cards only d) Barter system	K1	CO4
	8	In traditional banking, services are ----- a) Mostly offline and manual b) Fully digital and automated c) Conducted via internet only d) 24x7 accessible globally	K1	CO4
5	9	What is the main objective of an E-commerce legal framework? a) Promote only offline trade b) Regulate and protect online transactions c) Replace traditional law systems d) Increase internet speed	K2	CO5
	10	Encryption and digital certificates are mainly used to ensure which of the following? a) Defamation b) Privacy invasion c) Security in e-commerce d) Copyright infringement	K2	CO5

Cont...

SECTION - B (35 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks

 $(5 \times 7 = 35)$

Module No.	Question No.	Question	K Level	CO
1	11.a.	Define E-commerce. Explain the features of E-commerce.	K1	CO1
		(OR)		
2	12.a.	What are the differences between B2B and B2C models in E-commerce?	K2	CO2
		(OR)		
3	12.b.	Write a short note on portals in the early stages of E-commerce.	K3	CO3
		(OR)		
4	13.a.	What is E-advertising? Give examples of commonly used E-advertising tools.	K4	CO4
		(OR)		
5	13.b.	Distinguish between traditional and e-marketing	K2	CO5
	14.a.	What are the requirements of a digital payment system? Narrate it.		
		(OR)		
	14.b.	Explain the operations in e-banking with example.		
	15.a.	Write a short note on rights and obligations of parties in e-commerce.	K2	CO5
		(OR)		
	15.b.	What is global mobile e-commerce? Mention its challenges		

SECTION - C (30 Marks)

Answer ANY THREE questions

ALL questions carry EQUAL Marks

 $(3 \times 10 = 30)$

Module No.	Question No.	Question	K Level	CO
1	16	Discuss the impact of internet penetration in India on the growth of E-commerce.	K5	CO1
2	17	Enumerate the various types of e-business models with suitable examples.	K4	CO2
3	18	Identify the major marketing issues in e-marketing and suggest possible solutions.	K3	CO3
4	19	Evaluate the benefits of e-payment systems to both buyers and sellers.	K2	CO4
5	20	Explain the major components of the legal framework for e-commerce.	K3	CO5