

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BBA DEGREE EXAMINATION MAY 2026
(Fifth Semester)

Branch - BUSINESS ADMINISTRATION(LOGISTICS)

MAJOR ELECTIVECOURSE – I: E-COMMERCE OPERATIONS

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	Which of the following best defines E-commerce? a) Conducting business via telephone calls. b) Selling and buying goods and services using the Internet and electronic platforms. c) Face-to-face transactions in a physical store. d) All of the above	K1	CO1
	2	Which of the following is a key opportunity for E-commerce in India? a) High internet penetration in rural areas b) Low reliance on Cash on Delivery (COD) payments c) Growing smartphone adoption and digital literacy d) Absence of major international competitors	K2	CO1
2	3	Brokerage model in e-commerce primarily earns revenue through which of the following? a) Advertising fees b) Subscription fees c) Transaction fees/commission d) Selling products directly	K1	CO2
	4	Which e-commerce model allows consumers to set the price or bid for products/services? a) C2C b) C2B c) B2B d) Brokerage	K2	CO2
3	5	Banner ads, pop-ups, and video ads are examples of which of the following? a) Traditional advertising b) Direct sales c) E-advertising d) Personal selling	K1	CO3
	6	The process of building and managing a brand through online channels is known as ----- a) Co-branding b) E-branding c) Offline branding d) Mass marketing	K2	CO3
4	7	Which of the following is a benefit of e-payment systems to buyers? a) Wider customer reach b) Convenience and time-saving c) Reduced transaction costs d) Increased sales opportunities	K1	CO4
	8	How do you define E-Cash? a) Physical currency transferred online b) Digital equivalent of cash used for transactions c) A paperless loan system d) Cryptocurrency only	K2	CO4
5	9	Copyrights in e-commerce protect ----- a) Original creative works and digital content b) Online defamation c) Banking regulations d) Consumer grievances	K1	CO5
	10	Which of the following is a key concern in global mobile e-commerce? a) Local taxation b) Cross-border legal differences c) Language uniformity d) Printing issues	K2	CO5

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 scope of e-commerce in today's business environment.	K2	CO1
	(OR)			
	11.b.	Elaborate the opportunities for industries in e-commerce.		
2	12.a.	Discuss the concept of Business-to-Consumer (B2C) with suitable examples	K2	CO2
	(OR)			
	12.b.	Discuss the role of Advertising Model in e-commerce.		
3	13.a.	Write a short note on marketing issues in e-marketing.	K3	CO3
	(OR)			
	13.b.	Define e-branding and explain its importance.		
4	14.a.	Discuss the role of credit cards as an e-payment system.	K4	CO4
	(OR)			
	14.b.	Differentiate between traditional banking and e-banking.		
5	15.a.	Explain the need and importance of an e-commerce legal framework .	K2	CO5
	(OR)			
	15.b.	Explain the concept of privacy in e-commerce.		

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	Analyze the benefits and limitations of e-commerce for consumers and businesses.	K3	CO1
2	17	Compare and contrast C2B and C2C e-commerce models with real-world examples.	K4	CO2
3	18	Discuss in detail the differences between traditional marketing and e-marketing with suitable examples.	K3	CO3
4	19	Define E-trading. Discuss its importance and advantages in the modern stock market.	K2	CO4
5	20	"Privacy, security, and copyrights are the backbone of the e-commerce legal framework" – Discuss with examples.	K5	CO5

Z-Z-Z END