

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)
BCom DEGREE EXAMINATION MAY 2026
(Sixth Semester)

Branch - COMMERCE WITH COMPUTER APPLICATIONS

MAJOR ELECTIVE COURSE – II : E – BUSINESS MODELS & PRACTICE

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	E-Commerce refers to i) Traditional commerce ii) Buying and selling through electronic networks iii) Physical marketing iv) Barter system	K1	CO1
	2	Internet marketing is also known as i) Direct marketing ii) Offline marketing iii) Retail marketing iv) Online marketing	K2	CO1
2	3	An e-marketplace is i) Online trading platform ii) Physical market iii) Retail shop iv) Bank branch	K1	CO2
	4	Dynamic pricing occurs in i) Fixed price store ii) Supermarket iii) Auction iv) Offline market	K2	CO2
3	5	ERP stands for i) Enterprise Resource Planning ii) Electronic Resource Plan iii) Enterprise Retail Planning iv) Electronic Retail Process	K1	CO3
	6	Electronic funds transfer is used for i) Physical payment ii) Online transfer iii) Offline purchase iv) Manual transfer	K2	CO3
4	7	E-tourism refers to i) Offline booking ii) Government tourism iii) Physical travel iv) Online travel services	K1	CO4
	8	Online real estate platforms provide i) Property listings ii) Banking iii) Insurance iv) Retail	K2	CO4
5	9	SEO helps in improving i) Manual marketing ii) Physical sales iii) Website ranking iv) Offline visibility	K1	CO5
	10	Evaluation of website includes i) Profit ii) quality iii) Decision iv) Navigation	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.	Classify the benefits of e-commerce.	K2	CO1
		(OR)		
	11.b.	Explain the different components of e-business models.		
2	12.a.	List out types of e-marketplace.	K1	CO2
		(OR)		
	12.b.	What are the the mechanisms of e-marketplaces?		
3	13.a.	Identify the benefits of e-procurement.	K3	CO3
		(OR)		
	13.b.	Construct the uses of smart cards.		
4	14.a.	Examine the impact of e-business on tourism.	K4	CO4
		(OR)		
	14.b.	Analyze the online publishing and e-books.		
5	15.a.	Contrast the funding options available to start-up Businesses.	K4	CO5
		(OR)		
	15.b.	Assume the criteria for evaluating website design.		

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 limitations of e-commerce.	K4	CO1
2	17	Discuss the various limitations of online Auctions.	K4	CO2
3	18	Examine the different methods of e-procurement.	K4	CO3
4	19	Explain impact of e-business on Online Real Estate.	K2	CO4
5	20	Criticize the steps involved in launching a successful online business.	K5	CO5

Z-Z-Z

END