

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BCom DEGREE EXAMINATION MAY 2026
(Sixth Semester)

Branch - e-COMMERCE

MAJOR ELECTIVE COURSE – II : E – SERVICES

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 is measured under SERVQUAL scale ? (i) Product quality (ii) Service quality (iii) Profitability (iv) Marketing strategy	K1	CO1
	2	Find out the example for Online event ticket booking. (i) Event Management e-Service (ii) Financial service (iii) Educational service (iv) Tax service	K2	CO1
2	3	Which of the following is an advantage of e-Banking? (i) Limited access (ii) 24/7 availability (iii) High paperwork (iv) Slow transactions	K1	CO2
	4	Label the Online buying and selling of shares. (i) e-Banking (ii) e-Insurance (iii) e-Trading (iv) e-Marketing	K2	CO2
3	5	What is Social Media Marketing ? (i) Traditional newspaper advertising (ii) Marketing through social media platforms (iii) Door-to-door selling (iv) Telemarketing	K1	CO3
	6	When will the advertisers pay for the ad under PPC advertising? (i) The ad is created (ii) The ad is printed (iii) The ad is clicked (iv) The ad is deleted	K2	CO3
4	7	Relate Customer focus in e-CRM. (i) Ignoring feedback (ii) Personalizing services based on customer data (iii) Reducing communication (iv) Limiting support	K1	CO4
	8	Which of the following a major trend in e-SCM? (i) Automation and real-time tracking (ii) Paper documentation (iii) Manual billing (iv) Physical stock registers	K2	CO4
5	9	What is e-Governance ? (i) Manual administration (ii) Use of Information and Communication Technology in government services (iii) Private business management (iv) Traditional record keeping	K1	CO5
	10	Recall the application of data mining in government. (i) Fraud detection (ii) Manual filing (iii) Paper storage (iv) Postal delivery	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.	Demonstrate the role of IT services in the development of e-Services.	K2	CO1
		(OR)		
	11.b.	Enumerate the impact of e-Service quality dimensions on Information Systems function.		
2	12.a.	Explain the advantages of e-Insurance.	K2	CO2
		(OR)		
	12.b.	What do you understand by e-Trading? Mention the players in Online Trading.		
3	13.a.	Discover the reasons for using Social Networking.	K4	CO3
		(OR)		
	13.b.	List the Important PPC Terms.		
4	14.a.	Discuss the basic requirement of e-CRM.	K5	CO4
		(OR)		
	14.b.	Explain the benefits of e-Supply Chain Management.		
5	15.a.	Recall the models of digital Governance.	K2	CO5
		(OR)		
	15.b.	Explain the different types of e-Filing.		

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	Elaborate various the various types of e-Services with suitable examples.	K2	CO1
2	17	Examine the role of ICT in banking.	K4	CO2
3	18	Identify the different types of Social Media.	K3	CO3
4	19	Explain the principles of e-CRM and its benefits.	K4	CO4
5	20	Outline the different contents in e-Governance.	K4	CO5

Z-Z-Z

END