

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BVoc DEGREE EXAMINATION MAY 2026
(Fourth Semester)

Branch – **BANKING, STOCK AND INSURANCE**

FUNDAMENTALS OF E - COMMERCE AND M - COMMERCE

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? (i) Buying and selling through physical stores (ii) Electronic exchange of goods and services over networks (iii) Manual processing of business transactions (iv) Offline marketing activities	K1	CO1
	2	Which of the following is a major component of E-Commerce? (i) Sales personnel (ii) Internet infrastructure (iii) Physical warehouse only (iv) Manual accounting	K2	CO1
2	3	Which E-Commerce model involves transactions between two businesses? (i) B2C (ii) C2C (iii) B2B (iv) G2C	K1	CO2
	4	Which of the following mainly refers to E-tailing ? (i) Wholesale marketing (ii) Traditional retailing (iii) Online retailing through the internet (iv) Door-to-door selling	K2	CO2
3	5	Which of the following mainly focuses on Internet marketing? (i) Offline advertisements (ii) Digital promotion of products & services (iii) Personal selling only (iv) Manual data collection	K1	CO3
	6	Which of the following is an example of an E-service? (i) Postal service (ii) Online banking (iii) Door delivery (iv) Physical consultancy	K2	CO3
4	7	Mention the expansion of EDI. (i) Electronic Data Interface (ii) Electronic Data Interchange (iii) Electronic Digital Information (iv) Electronic Data Integration	K1	CO4
	8	Which of the following is used to protect a network from unauthorised access? (i) Virus (ii) Firewall (iii) Trojan (iv) Spyware	K2	CO4
5	9	Which of the following mainly relates to Privacy in E-Commerce ? (i) Product pricing (ii) Protection of customer information (iii) Website design (iv) Payment speed	K1	CO5
	10	Which of the following is an ethical issue in E-Commerce? (i) Faster delivery (ii) Secure payment gateway (iii) Misuse of customer data (iv) Online customer support	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 functions and benefits of E-Commerce.	K2	CO1
		(OR)		
	11.b.	Describe the E-Commerce process and its types.		
2	12.a.	Explain E-Commerce business models with examples.	K3	CO2
		(OR)		
	12.b.	Identify the features and benefits of E-retailing.		
3	13.a.	Explain internet marketing technologies.	K4	CO3
		(OR)		
	13.b.	Summarise categories of E-services.		
4	14.a.	Explain EDI technology and standards.	K3	CO4
		(OR)		
	14.b.	Describe electronic payment systems in E-Commerce.		
5	15.a.	Explain ethical issues in E-Commerce.	K3	CO5
		(OR)		
	15.b.	Discuss privacy and information rights 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	Explain the role of automation and AI in E-Commerce.	K2	CO1
2	17	Summarise e emerging E-Commerce business models.	K3	CO2
3	18	Examine online consumer behaviour and marketing strategies.	K4	CO3
4	19	Examine security threats and protection mechanisms in E-Commerce.	K4	CO4
5	20	Describe ethical, social and political issues in E-Commerce.	K4	CO5

Z-Z-Z

END