

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)
MCom(IB) DEGREE EXAMINATION MAY 2026
(Fourth Semester)

Branch - INTERNATIONAL BUSINESS

E -COMMERCE & CUSTOMER RELATIONSHIP MANAGEMENT

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	1. What does the "universal reader" concept mean in e-commerce? a) A physical reading device b) A browser that reads only PDFs c) A system enabling any device to access web resources via client-server architecture d) An encryption tool	K1	CO1
	2	In the e-commerce client-server model, the client does _____. a) Sends requests to a server for services over the internet b) Stores data offline only c) Acts as a standalone processor d) Manages hardware manufacturing	K2	CO1
2	3	The B2G model in e-business involves _____. a) Business transactions with consumers b) Consumer-to-consumer sales c) Business transactions with government entities d) Internal business operations only	K1	CO2
	4	ERP applications in e-commerce mainly integrate _____. a) Marketing campaigns b) Website design c) Physical logistics alone d) Order processing, procurement, and supply chain functions	K2	CO2
3	5	An electronic wallet (e-wallet) is used for _____. a) Storing digital payment information for online transactions b) Physical cash storage c) Printing invoices d) Managing employee payroll	K1	CO3
	6	A key merit of e-payment systems is _____. a) Increased manual effort b) Faster and secure transaction processing c) Higher risk of theft d) Limited user access	K2	CO3
4	7	The Customer Life Cycle in CRM represents: _____. a) Stages of product development b) Stages a customer passes from prospect to loyal client c) Financial reporting cycles d) Employee training phases	K1	CO4
	8	The Transactional CRM approach focuses on: _____. a) Long-term relationship nurturing b) Market segmentation only c) Brand positioning d) Individual, one-time sales transactions	K2	CO4
5	9	A core element of CRM structure includes _____. a) Inventory control b) Strategies for customer acquisition and retention c) Production planning d) Tax filing	K1	CO5

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5	10	A CRM road map for business primarily defines _____. a) Pricing strategies b) Implementation steps for managing customer relationships and retention c) IT infrastructure upgrades d) Outsourcing decisions	K2	CO5
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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.	Define Electronic Commerce and Explain its Nature and Scope.	K1	CO1
		(OR)		
	11.b.	Examine the various channels of E-Commerce in the Global Trading Environment.		
2	12.a.	Explain about B2B, B2C and B2G models of E-Commerce.	K3	CO2
		(OR)		
	12.b.	Utilise the Order Processing Cycle from cataloging to Post-Sales Services.		
3	13.a.	Discuss the Merits of E payment system.	K4	CO3
		(OR)		
	13.b.	Analyse the Risks of Electronic Frauds.		
4	14.a.	Define CRM and Explain the Concepts and Context of Relationship Management.	K5	CO4
		(OR)		
	14.b.	Influence the Differences between Transactional Approach and Relationship Approach in CRM.		
5	15.a.	Predict the Elements and Process of CRM in Detail.	K6	CO5
		(OR)		
	15.b.	Develop the strategies for Customer Acquisition, Retention and Prevention of Defection.		

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	Label the Architectural Framework of E-Commerce, Explaining the Role of World Wide Web, Universal Reader Concept, Client-Server Concept and Internet Protocols.	K1	CO1
2	17	Identify the Role of Online Marketing, Advertising and Infrastructure Planning for E-Business.	K3	CO2
3	18	Examine on e-cash, e-cheques, Smart Cards and e-Wallets and its Applications in Modern Business.	K4	CO3
4	19	Explain the Evolution of CRM as a Strategic Marketing Tool and its Significance to Stakeholders.	K5	CO4
5	20	Design the Models of CRM and explain the CRM Road Map for business applications along with CRM tools, e-CRM and the Impact of CRM in Multinational Companies.	K6	CO5

Z-Z-Z END