

**PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)**

**BCom DEGREE EXAMINATION DECEMBER 2022
(Fifth Semester)**

Branch – e-Commerce

DISCIPLINE SPECIFIC ELECTIVE – I : e-SERVICES

Time: Three Hours

Maximum: 75 Marks

SECTION-A (10 Marks)

Answer ALL questions

ALL questions carry EQUAL marks (10 x 1 = 10)

1. The element of e-service quality which is the ability to get on the site quickly and to reach the company when needed
 - (i) Assurance
 - (ii) Tangible
 - (iii) Responsiveness
 - (iv) Access
2. Find out correct sequence of technology-based growth of learning pattern
 - (i) 'M-learning' – 'U – learning' – 'E – learning'
 - (ii) 'E-learning' – 'M – learning' – 'U – learning'
 - (iii) 'T-learning' – 'E – learning' – 'M – learning'
 - (iv) 'U-learning' – 'M – learning' – 'E – learning'
3. The first computerised stock exchange in India was _____.
 - (i) Bombay Stock Exchange (BSE)
 - (ii) Multi Commodity Exchange (MCX)
 - (iii) National Stock Exchange (NSE)
 - (iv) Over-the-Counter Exchange of India (OCTEI)
4. The first Indian bank to open branch outside India _____.
 - (i) Bank of India
 - (ii) Allahabad bank
 - (iii) South Indian bank
 - (iv) Indian bank
5. Which of the following is valuable in increasing a page rank?
 - (i) Static Content
 - (ii) Paying for placement
 - (iii) No contact information
 - (iv) Quantity of links from other highly ranked pages to your site
6. Which is the key components of Social Media Marketing
 - (i) Social Media Optimization
 - (ii) Search Engine Optimization
 - (iii) Content Optimization
 - (iv) None of the above
7. Which is the trail of information that happens beginning with a transmitted order.
 - (i) Product Flow
 - (ii) Information Flow
 - (iii) Financial Flow
 - (iv) Work Flow
8. Which of the following features of SFA helps to integrate the financial functionality of the back and front office of an organization?
 - (i) Contract management
 - (ii) Opportunity management
 - (iii) Asset management
 - (iv) Data quality management
9. Which description is appropriate among the following for 'E-Governance'?
 - (i) To engage, enable and empower the citizens
 - (ii) To provide fair and unbiased to the citizens
 - (iii) To provide technology-driven governance
 - (iv) To ensure people's faith in E-Commerce applications
10. For filing online return, person required to upload XML file, which the person can generate by using which of the utility provided by income tax department.
 - (i) Word Utility
 - (ii) PPT Utility
 - (iii) Excel Utility
 - (iv) Access Utility

Cont...

SECTION - B (35 Marks)

Answer **ALL** Questions

ALL Questions Carry **EQUAL** Marks (5 x 7 = 35)

11. a Define e-Service and explain the role of IT Services.
OR
b Write a short note on e-Service Quality.
12. a Describe about the features of online trading.
OR
b Outline the future opportunities and challenges of e-Banking.
13. a Write a short note on i) Pay per Click and ii) Blogs.
OR
b Discuss the reason for using Social Networking with example.
14. a Draw the e-CRM Architecture and explain in detail.
OR
b Describe the principles of e-Supply Chain Management.
15. a Classify the e-verification of returns.
OR
b Explain the issues in e-Governance Applications.

SECTION - C (30 Marks)

Answer any **THREE** Questions

ALL Questions Carry **EQUAL** Marks (3 x 10 = 30)

16. Classify the types of e-services.
17. Describe the advantages and disadvantages of online trading.
18. Social Media as a Marketing Tool – Justify.
19. E-CRM – Better way to do Business – Justify.
20. Discuss about the Scope and Contents of e-Governance.

Z-Z-Z

END