

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BCom DEGREE EXAMINATION MAY 2024
(Sixth Semester)

Branch – COMMERCE WITH COMPUTER APPLICATIONS

DISCIPLINE SPECIFIC ELECTIVE –II: E-BUSINESS MODELS AND PRACTICE

Time: Three Hours

Maximum: 50 Marks

SECTION-A (5 Marks)

Answer ALL questions

ALL questions carry EQUAL marks (5 x 1 = 5)

1. Which one of the following is not considered to be the three phases of e-commerce?
i) Reinvention
ii) Preservation
iii) Globalisation
iv) Commercialisation
2. The _____ facility allows customers to purchase the items they want online and pick them up from their physical store, merging the convenience of e-commerce with the benefit of physical retail outlet.
i) Click and send
ii) click and purchase
iii) Click and reserve
iv) Click and collect
3. The aim of e-procurement is increased reliability by sourcing items _____.
i) at the right quality
ii) from the right source
iii) of the right quantity
iv) at the right price
4. Which one of the following is not the positive impact of e-business on entertainment industry?
i) More variety of activities
ii) Movie ticket booking
iii) Entertainment on demand
iv) Piracy
5. Which of the following is/are the type of SEO?
i) White Hat
ii) Black Hat
iii) Both a and b
iv) None of the above

SECTION - B (15 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks (5 x 3 = 15)

6. a. List out the types of EC transactions.
OR
b. State the elements of e - business models.
7. a. Outline E Market place and its functions.
OR
b. Summarise the competitive advantage in a digital economy.
8. a. What is e- procurement? Summarise the processes of e-procurement.
OR
b. Bring out the types of smart cards.
9. a. What is meant by online publishing and e-books?
OR
b. Describe banking and personal finance online.
10. a. What are the funding options available to start-up business?
OR
b. Sketch the process associated with managing web site development.

Cont...

SECTION -C (30 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks

(5 x 6 = 30)

11. a. Discuss the benefits and limitations of e-commerce.
OR
b. Define internet marketing. Discuss e-tailing with example.
12. a. Enumerate the auction types and benefits and limitations of auctions.
OR
b. Narrate e-commerce in the wireless environment.
13. a. Evaluate integration and e-business suite ERP.
OR
b. Highlight the payment methods in Business to Business.
14. a. Elucidate online delivery of digital products.
OR
b. Describe the impact of e-business on entertainment and media.
15. a. Analyse the requirements for starting online business from different prospective.
OR
b. Categorise the techniques of Search Engine Optimisation.

Z-Z-Z

END