

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

MCom DEGREE EXAMINATION MAY 2022
(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 x 1 = 10)

- 1 E- commerce has _____ scope than E - business or digital business.
a Higher c Wider
b Narrower d Lower
- 2 All electrically mediated information exchanges are known as _____.
a E – business c E – commerce
b Digital business d Retail business
- 3 Which one of the following is part of the four main types of E – Commerce?
a B2B c B2C
b C2B d All the above
- 4 Which segment do eBay, Amazon, belong?
a B2B c B2C
b C2B d C2C
- 5 In which website global easy buy is facilitated?
a eBay c Amazon
b Yepme d Myntra
- 6 What is the plastic carding the size of credit card that contains an embedded chip on which digital information can be stored?
a CRM smart cards c E – government identity cards
b FEDI Cards d Smart cards
- 7 The CRM Deals with communication between companies and their customers
a Collaborative feature c Operational feature
b Analytical feature d Automation feature
- 8 _____ is the input to the scoping and prioritizing stage of CRM implementation
a Scope statement c Requirement's list
b Design document d Business plans

Cont...

- 9 CRM is about _____.
- a Acquiring right customer
 - b Motivating employees
 - c Instituting the best process
 - d All the above
- 10 A traditional format that sells 20 – 80 percent of groceries and other consumable product at discounted prices _____.
- a Dollar store
 - b Chain stores
 - c Discounted store
 - d Off price stores

SECTION - B (35 Marks)

Answer ALL Questions

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

- 11 a) Evaluate about the nature and scope of E – commerce.
OR
b) Illustrate about the outline on internet protocols?
- 12 a) Classify about the E – Commerce models
OR
b) Justify about online procurement
- 13 a) Analyse about the features and importance of e – cash and currency services
OR
b) Evaluate about the M – Commerce and its applications
- 14 a) Analyze about the customer profitability and value modelling
OR
b) How would you design a multichannel CRM?
- 15 a) Discuss about the CRM and E – tailing
OR
b) Explain about the Multichannel Retailing

SECTION - C (30 Marks)

Answer any THREE Questions

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

- 16 Develop the outline on business applications in global trading environment and adoption of E- commerce
- 17 Design the applications of E – commerce to SCM
- 18 Formulate on the Electronic payment systems and order fulfillment
- 19 Predict the marketing initiatives of CRM
- 20 Assess the facts and features related to CRM in Retailing & Service sector

Z-Z-Z

END