

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BCom DEGREE EXAMINATION DECEMBER 2023
(Fifth Semester)

Branch – e- COMMERCE

DISCIPLINE SPECIFIC ELECTIVE- I: e-SERVICES

Time: Three Hours

Maximum: 50 Marks

SECTION-A (5 Marks)

Answer ALL questions

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

- 1 Which is concerned with the buying and selling information, products and services over computer communication networks?
(i) Commerce (ii) E-Commerce
(iii) E-Business (iv) E-Learning
- 2 Which activities involved in the transformation of savings into investment?
(i) Financial system (ii) Financial service
(iii) Economic system (iv) Saving system
- 3 Which of the following is a Social Media Classification tool?
(i) Social Publishing (ii) Social Networking
(iii) Photo-based Social Networking (iv) All of the above
- 4 A person's Which are all the groups that have a direct or indirect influence on their attitudes or behavior.
(i) Reference groups (ii) Dissociative groups
(iii) Inspirational groups (iv) All of these
- 5 For e- filing of ITR which file is uploaded.
(i) .xls (ii) .xml
(iii) .pdf (iv) .doc

SECTION - B (15 Marks)

Answer ALL Questions

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

- 6 a Analyse the functions of e-services.
OR
b Summarise the implications of e-services quality management process.
- 7 a Describe the significance of e-banking.
OR
b Conclude the features of e-insurance.
- 8 a Analyse the risk of social media marketing.
OR
b Briefly explain the campaign of PPC.

Cont...

- 9 a Describe the evolution of e-CRM.
OR
b Analyse the e-supply chain architecture.
- 10 a Explain the features of e-governance.
OR
b Explain the types of e-filing.

SECTION -C (30 Marks)

Answer ALL questions
ALL questions carry EQUAL Marks

(5 x 6 = 30)

- 11 a Enumerate the role of IT services.
OR
b Describe the types of e-services.
- 12 a Describe the types of financial services.
OR
b Narrate the BSE trading system.
- 13 a Analyse the types of forums.
OR
b Narrate the unethical techniques of online advertising.
- 14 a Distinguish between CRM and e-CRM.
OR
b Elaborate the functions of e-supply chain management.
- 15 a Deliberate the types of electronic governance.
OR
b Elaborate stages of e-governance.

Z-Z-Z

END