D 30437 (Pages : 2) Name...

Reg. No.....................................

FIFTH SEMESTER (CBCSS–UG) DEGREE EXAMINATION NOVEMBER 2022

B.Com.

BCM 5D 01—E-COMMERCE

(2019 Admission onwards)

Time : Two Hours Maximum : 60 Marks

Part A

Answer **all** *questions.*
Each question carries 2 *marks.*

1. E-commerce is not suitable for all businesses-Comment.

2. Explain Commodity Model.

3. What are payment gateways ?

4. What do you mean by 'Nettish' products ?

5. Explain Commodity Model in *e*-commerce.

6. What is EPS ?

7. What do you mean by SERP ?

8. What is *e*-mail marketing ?

9. What is Supply Chain Management ?

10. State about E-Commerce Infrastructure.

(10 × 2 = 20, Maximum Ceiling 15 marks)

Part B

Answer **all** *questions.*
Each question carries 5 *marks.*

11. What are the components of a well-functioning E- Commerce website ?

12. Explain E-commerce Marketing Mix.

13. Briefly explain Management and control of E-Commerce website.

Turn over

14. Explain the challenges of E-commerce.

15. Point out the functions of supply chain management.

16. Explain the different types of bio-metrics.

(6 × 5 = 30, Maximum Ceiling 25 marks)

Part C

Answer any **two** *questions.*
Each question carries 10 *marks.*

17. Explain the different types of electronic payment systems.

18. What do you mean by *e*-commerce ? Briefly explain the different steps in setting up of *e*-commerce business.

19. Explain the different types of *e*-commerce.

20. What do you mean by payment gateway ? Explain its risks and security standard for electronic payment systems.

(2 × 10 = 20 marks)