G. VENKATASWAMY NAIDU COLLEGE (AUTONOMOUS), KOVILPATTI – 628 502.

UG DEGREE END SEMESTER EXAMINATIONS - NOVEMBER 2024.
(For those admitted in June 2021 and later)

PROGRAMME AND BRANCH: B.COM.,

SEM	CATEGORY	COMPONENT	COURSE CODE	COURSE TITLE
V	PART - III	CORE ELECTIVE	U21CO5E2A	E- COMMERCE

Date & Session: 15.11.2024 / FN   **Time : 3 hours**   **Maximum: 75 Marks**

Course Outcome	Bloom's K-level	Q. No.	SECTION – A (10 X 1 = 10 Marks) Answer ALL Questions.
CO1	K1	1.	What is the key advantage of e-commerce? a) Global reach b) Increased cost c) Limited market d) None of the above
CO1	K2	2.	Which of the following is a non-technical limitation of e-commerce? a) Security issues b) Delivery of physical goods c) Lack of technical infrastructure d) None of the above
CO2	K1	3.	What is B2B e-commerce? a) Business to Consumer b) Business to Business c) Consumer to Business d) Consumer to Consumer
CO2	K2	4.	Which of the following is a benefit of Internet advertising? a) High cost b) Global reach c) Low reach d) None of the above
CO3	K1	5.	Which is a common threat in cyberspace? a) Viruses b) Secure data storage c) Increased bandwidth d) None of the above
CO3	K2	6.	What is a primary focus in designing for security in e-commerce? a) User experience b) Risk mitigation c) User interface design d) Faster processing
CO4	K1	7.	What is the benefit of EDI? a) Increased paperwork b) Reduced processing time c) Higher costs d) None of the above
CO4	K2	8.	Which protocol is used for sending emails? a) FTP b) SMTP c) POP d) None of the above
CO5	K1	9.	What is a corporate data warehouse? a) Physical storage facility b) Centralized repository for data c) E-payment scheme d) None of the above
CO5	K2	10.	Which of the following is a type of digital document? a) Printed book b) PDF file c) Newspaper d) None of the above
Course Outcome	Bloom's K-level	Q. No.	SECTION – B (5 X 5 = 25 Marks) Answer ALL Questions choosing either (a) or (b)
CO1	K3	11a.	Explain the key differences between traditional commerce and e-commerce.
CO1	K3	11b.	**(OR)** Discuss the technical limitations of e-commerce and how they impact online business operations.

CO2	K3	12a.	Describe the B2B module of e-commerce and its advantages for businesses.
			(OR)
CO2	K3	12b.	Explain the process of electronic shopping and its benefits for consumers.
CO3	K4	13a.	Identify the major security threats in cyberspace and how businesses can protect themselves from these threats.
			(OR)
CO3	K4	13b.	Discuss the role of client and server security in e-commerce transactions.
CO4	K4	14a.	What are the benefits and limitations of EDI in modern business environments? **(OR)**
CO4	K4	14b.	Explain the significance of FTP and how it is used in electronic data interchange.
CO5	K5	15a.	Discuss the different types of digital documents and their role in e-commerce. **(OR)**
CO5	K5	15b.	Explain the concept of electronic payment schemes and their importance in intra-organizational e-commerce.

Course Outcome	Bloom's K-level	Q. No.	**SECTION – C (5 X 8 = 40 Marks)** **Answer ALL Questions choosing either (a) or (b)**
CO1	K3	16a.	Analyze the scope of e-commerce and its significance in today's global economy. **(OR)**
CO1	K3	16b.	Evaluate the advantages and disadvantages of e-commerce from both the business and consumer perspectives.
CO2	K4	17a.	Critically assess the benefits and limitations of the B2C module in e-commerce. **(OR)**
CO2	K4	17b.	Discuss how Internet advertising plays a crucial role in e-commerce and evaluate its advantages and limitations.
CO3	K4	18a.	Examine the importance of designing for security in e-commerce and discuss the various approaches to achieving risk affordability.
			(OR)
CO3	K4	18b.	Evaluate the role of hackers and viruses in cybercrime and the measures businesses can take to protect themselves.
CO4	K5	19a.	Discuss the importance of network layers and TCP/IP protocols in ensuring secure and efficient data exchange through EDI.
			(OR)
CO4	K5	19b.	Evaluate the significance of EDI transactions in streamlining business processes and reducing costs.
CO5	K5	20a.	Analyze the role of digital documents in e-commerce and how a corporate data warehouse supports business operations.
			(OR)
CO5	K5	20b.	Discuss the role of electronic payment schemes in intra-organizational commerce and their impact on business efficiency.