

(Pages : 3)

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Reg. No. : .....

Name : .....

**Third Semester B.Com. Degree Examination, June 2024**

**First Degree Programme under CBCSS**

**Complementary Course**

**CO 1331/CC 1331/HM 1331/CX 1331 : E-BUSINESS**

**(2018 Admission Onwards)**

**Special Examination**

Time : 3 Hours

Max. Marks : 80

SECTION – A

Answer **all** questions, in **one word** or **two** sentences. Each question carries **1** mark.

1. What is www?
2. What are antivirus programs?
3. What is e-wallet?
4. What is internet banking?
5. What is a search engine?
6. What is Cryptography?
7. What is e-Kranti?
8. What is G2G e-governance?

P.T.O.



9. What is SCM?
10. Define ERP.

**(10 × 1 = 10 Marks)**

### SECTION – B

Answer any **eight** questions, not exceeding **one** paragraph. Each question carries **2** marks.

11. What are the advantages of e-society?
12. Explain the features of C2C.
13. Differentiate vertical and horizontal e-market places.
14. What are the challenges of Online Recruitment?
15. Distinguish between e-cheque and credit cards.
16. What do you mean by hacking?
17. Define e-tourism.
18. What are reverse auctions?
19. What is the broadcasting model?
20. What do you mean by seed capital?
21. Differentiate between e-commerce and e-marketing.
22. Explain the benefits of online education.

**(8 × 2 = 16 Marks)**



## SECTION – C

Answer any **six** questions, note exceeding **120** words. Each question carries **4** marks.

23. What are the principles of e-citizenship?
24. What are the criteria for designing a website?
25. Explain the different classification of e-commerce.
26. Explain the different areas of personal finance.
27. What are the limitations of e-commerce?
28. What are the challenges of e-governance in India?
29. “CRM helps to improve the business relationship with the customers.” Comment.
30. What are the key attributes of an efficient payment system?
31. Explain the steps involved in e-tailing.

**(6 × 4 = 24 Marks)**

## SECTION – D

Answer any **two** questions, not exceeding **four** pages. **Each** question carries **15** marks.

32. Explain the strategic, tactical and operational use of IT in tourism.
33. What do you mean by ERP system? What are its advantages and limitations?
34. Explain the different types of e-governance.
35. Explain various e-business models.

**(2 × 15 = 30 Marks)**

