(6 pages)

S.No. 1387 **P 22 FMCC 1 A**

(For candidates admitted from 2022–2023 onwards)

M.Com. DEGREE EXAMINATION, NOVEMBER 2022.

Financial Management — Core Choice Course

E-COMMERCE

Time : Three hours Maximum : 75 marks

SECTION A — (20 marks)

Answer ALL questions.

I (A) Multiple Choice Questions (5 × 1 = 5)

1. Commercial transactions without papers and through internet is called as ________
   (a) Tele business
   (b) Mail Business
   (c) E-Commerce
   (d) None of these

2. In P-commerce, the transactions are made ________
   (a) Agents (b) Government
   (c) Electronically (d) Not Made

3. ________ lets in a commercial enterprise utility at the computer of one organization to speak immediately with the commercial enterprise utility at the computer of any other company.
   (a) EDI
   (b) Business applications
   (c) Standards
   (d) Protocols

4. This E-Commerce commercial enterprise model specifically specializes in selling services or products online.
   (a) Indirect Marketing
   (b) Online Direct Marketing
   (c) Brick and Mortar
   (d) Marketplace

5. The success of e-commerce application depends on ________
   (a) Multimedia
   (b) Package
   (c) Both
   (d) None of the above

(B) Fill in the blanks: (5 × 1 = 5)

6. All electronically mediated information exchanges are referred to as ————

7. All e-commerce applications flow the ————

8. The sequence of a typical manufacturing supply chain is ————

9. Compared to Internet users, the number of cell phone subscribers is ————

10. ———— can also be used as a medium for conducting training, with the instructor teaching a remote class from almost anywhere.

II. Answer the following questions. (5 × 2 = 10)

11. List out the applications of e-commerce.

12. What are the three types of World Wide Web?

13. Define supply chain management.

14. What is customer data integration?

15. What are mobile computing applications?

SECTION B — (5 × 5 = 25)

Answer ALL questions choosing either (a) or (b).

16. (a) What are the advantages of e-commerce?

Or

(b) How internet has helped in the growth of e-commerce?

17. (a) List and explain the benefits of electronic funds transfer.

Or

(b) How will you provide security to computer based transactions?

18. (a) What do you understand by EDI? How EDI is a part of inter organizational business processes?

Or

(b) Write down the classification of software.

19. (a) How to create a digital marketing strategy?

Or

(b) What are the major economic and legal issues related to web advertisement?

20. (a) List and explain the drawbacks of video conferencing.

Or

(b) What are the advantages of wireless technology?

SECTION C — (3 × 10 = 30)

Answer any THREE questions.

21. Describe the benefits of e-commerce to organization, consumers, society and the nation.

22. Explain the characteristics of internet surfers and e-commerce purchases.

23. Explain advantages and disadvantages of EDI by giving example of transaction flow of any company.

24. Describe the issues involved in measuring the success of web advertisement as it relates to different pricing methods.

25. Enumerate the new technologies for e-commerce.

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