



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

M.Com. DEGREE EXAMINATION – COMMERCE

FOURTH SEMESTER – APRIL 2015

CO 4811 - E COMMERCE

Date : 24/04/2015
Time : 09:00-12:00

Dept. No.

Max. : 100 Marks

SECTION – A

Answer ALL questions:

(10 x 2 = 20)

1. What is E-Cash?
2. What is 'COD' in online purchase?
3. What is meant by E-Trading?
4. Write short note on TCP/IP.
5. Write any two services of online travel agencies.
6. What is Data Where-Housing?
7. What is an Electronic Newspaper? What are its advantages?
8. Define the term Shopping Cart.
9. What is HTTP?
10. What is meant by ISP? Give examples.

SECTION – B

Answer any FOUR questions:

(4 x 10 = 40)

11. Explain the procedures involved in online shopping.
12. What are the steps involved in Data Mining? Explain.
13. How internet has helped in the growth of E – Commerce? Explain.
14. Prepare an E – Catalog for an online FMCG trading company.
15. What are the various types of Computer Networks? Explain.
16. Explain the benefits of electronic document management.
17. Write the HTML coding for the following output in a web-browser.

TVS Bikes Price List (... orange background...)	
Two Wheeler Name	Prices (Rs.)
TVS Sport	40,375.00
TVS Scooty	41,030.00
TVS Star City Plus	41,445.00
TVS Wego	46,410.00
TVS Jupiter	51,675.00
TVS Phoenix	52,215.00
TVS Apache	73,555.00

SECTION – C

Answer any TWO questions:

(2 x 20 = 40)

18. Explain the evolution of E – Commerce in India.
19. Explain the differences between traditional commerce and E – Commerce business.
20. What is E – Payment? What are the advantages and disadvantages of it? Explain.
21. Explain the various E – Business models with suitable examples.
