



**LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034**

**M.Com.DEGREE EXAMINATION – COMMERCE**

FOURTHSEMESTER – APRIL 2018

**CO 4811- E COMMERCE**

Date: 30-04-2018  
Time: 01:00-04:00

Dept. No.

Max. : 100 Marks

**SECTION – A**

**Answer ALL questions:**

**( 10 x 2 = 20 )**

1. What do you mean by 'Click Through' advertisement?
2. Write a short note on 'Revenue Throughput'.
3. What is content marketing?
4. Define the term 'Digital Signature'.
5. List out any two advantages of social media marketing.
6. What is phishing?
7. Write a short note on 'Encryption'.
8. What do you mean by 'Digital Wallet'?
9. What is EDI?
10. What are pop-ups?

**SECTION – B**

**Answer any FOUR questions:**

**( 4 X 10 = 40 )**

11. Explain the advantages and disadvantages of 'E-Trading'.
12. What are the features of mobile commerce? Explain
13. Explain the various types of E-Payment methods.
14. What are the differences between BAM model and E-Commerce? Explain
15. Explain the various stages involved in E-Commerce planning process.
16. Write any ten HTML tags used in website development.
17. Explain the benefits of EDI in online business.

**SECTION – C**

**Answer any TWO questions:**

**( 2 x 20 = 40 )**

18. How can the organizations measure the effectiveness of advertisements through online? Explain
19. Explain the process involved in inter-bank and intra-bank funds transfer.
20. What are the security threats which can affect online business? Explain
21. Explain the advantages and disadvantages of E-Newspaper.

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