

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034



M.Com. DEGREE EXAMINATION – COMMERCE

FOURTH SEMESTER – APRIL 2022

PCO 4505 – E-COMMERCE

Date: 24-06-2022

Dept. No.

Max. : 100 Marks

Time: 01:00 PM - 04:00 PM

SECTION – A

Answer ALL questions:

(10 x 2 = 20)

1. What is OTT?
2. Write the HTML tag used for text aligning to the center.
3. What is phishing?
4. Write a short note on e – Trade.
5. What are net threats?
6. What do you mean by firewalls?
7. What is quick commerce?
8. Give a brief note on “Dropshipping”?
9. What is a POP UP?
10. Write a short note on ‘E-Security’.

SECTION – B

Answer any FOUR questions:

(4 X 10 = 40)

11. What are the components of EDI? Explain.
12. Explain the different methods of E-payments system.
13. Differentiate between Brick and Mortar model and E – Commerce.
14. What is order fulfillment? Also explain its methods.
15. What are the precautions to be taken while shopping online? Explain.
16. Explain the importance of E- Trading.
17. Explain the role of search engine in business.

SECTION – C

Answer any TWO questions:

(2 x 20 = 40)

18. What are the advantages and disadvantages of e-commerce? Explain.
19. How to measure the effectiveness of a digital presence? Explain.
20. Explain the procedures involved in online shopping. Give examples.
21. What are the advantages and disadvantages of E-Trading? Explain.