



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

U.G. DEGREE EXAMINATION – ALLIED

FOURTH SEMESTER – APRIL 2023

16/17/18UCO4AL01 – E-COMMERCE

Date: 04-05-2023

Dept. No.

Max. : 100 Marks

Time: 09:00 AM - 12:00 NOON

SECTION A

Answer ALL the questions

(10 x 2 = 20)

- 1 Write a short note on a thumbnail.
- 2 What is SEO?
- 3 Define the term 'Adword'.
- 4 What is a 'Clickbait'?
- 5 What are web-servers?
- 6 Write a difference between hardware and software?
- 7 What is 'Dropshipping'?
- 8 What is 'E-CRM'?
- 9 What is upselling?
- 10 Write a short note on mobile commerce.

SECTION B

Answer any FOUR questions:

(4 X 10 = 40)

- 11 Briefly explain the latest digital marketing trend being adopted by businesses.
- 12 What are the hindrances of mobile commerce? Explain.
- 13 What are the requirements for a successful E-Payment system?
- 14 Enumerate the objectives of web analytics. Give suitable examples.
- 15 How hashtags are being used in online businesses? Explain.
- 16 What is order fulfillment? Briefly explain the steps in order fulfillment.
- 17 Explain the different types of E-Commerce.

SECTION C

Answer any TWO questions:

(2 x 20 = 40)

- 18 Explain the impact of E-Commerce on economy and society.
- 19 What are the building blocks of electronic data interchange? Explain.
- 20 Explain the ways in which internet security can be improved. Give suitable examples.
- 21 How will you handle the grievances of an online customer? Explain.

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