



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Com.DEGREE EXAMINATION – COMMERCE

FOURTHSEMESTER – APRIL 2018

CA 4205- E-COMMERCE

Date: 02-05-2018
Time: 09:00-12:00

Dept. No.

Max. : 100 Marks

PART A

Answer the questions.

(10x2=20)

1. Define Electronic Commerce.
2. What are the three main scenarios in conducting business online?
3. How is information secured in financial services?
4. Define Value Added Networks.
5. What are the differences between industrial age and information age?
6. What are the characteristics of a Data Warehouse?
7. List the factors that make up a good website.
8. State “Designing Above the Fold”.
9. Write a short note on CyberCash System.
10. What are the services offered by Electronic Fund Transfers.

PART B

Answer all the questions

(5x8=40)

11a. Describe the services of E-Commerce solutions.

(OR)

11b. Examine the significance of Electronic Data Interchange.

12a. Elucidate the applications of E-commerce in Direct Marketing and Supply chain Management.

(OR)

12b. Brief on the Obstacles in Adopting E-Commerce Applications

13a. Describe the 7S Framework.

(OR)

13b. Examine the importance of Knowledge Management and the impact of IT on knowledge Management.

14a. Write a short note on planning the budget for an E-commerce Project.

(OR)

14b. Elucidate on the different web development tools.

15a. Explain how customer to merchant payments are made.

(OR)

15b. Discuss on card costs and non-card costs.

PART C

Answer any two questions

(2x20=40)

16a. Describe the types of E-Commerce Solutions.

16b. Write in detail about the applications of E-commerce.

17a. Explain in detail the three bonding factors in E-commerce strategy.

17b. Describe in detail the application of E-business strategy in Data warehouse and data mining.

18a. Write in detail about analysing website structure.

18b. Elucidate on testing and maintaining of websites.

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