



QP CODE: 23004355



Reg No :

Name :

M.Com DEGREE (CSS) EXAMINATION, JUNE 2023

Fourth Semester

M.Com MANAGEMENT AND INFORMATION TECHNOLOGY (SF)

Elective - CM820401 - E-COMMERCE AND E-BUSINESS MANAGEMENT

2019 ADMISSION ONWARDS

94914000

Time: 3 Hours

Weightage: 30

Part A (Short Answer Questions)

*Answer any **eight** questions.*

Weight 1 each.

1. What is technological convergence?
2. Write a short note on B2B model in E-Commerce.
3. What is knowledge building?
4. What are customer relationship management software?
5. What is E-Branding in the context of E-Commerce?
6. What is an EPOS System?
7. What is meant by ERP?
8. What is meant by supply chain execution?
9. Write a note on Biometrics.
10. What is SMS banking?

(8×1=8 weightage)

Part B (Short Essay/Problems)

*Answer any **six** questions.*

Weight 2 each.

11. Explain the significance of value chain models.
12. Discuss some of the real world applications of E-Business solutions.
13. Revenue models always ensure value to the business. Explain.





14. Explain the nature of E-Marketing.
15. Explain different modes of E-Marketing.
16. Explain about CRM design and infrastructure.
17. Briefly explain the structure and functions of Automated Teller Machines.
18. Briefly explain the features of E-Commerce risk management in the modern times.

(6×2=12 weightage)

Part C (Essay Type Questions)

*Answer any **two** questions.*

*Weight **5** each.*

19. Discuss the different types of models based on relationship transaction. Elaborate your answer with suitable examples.
20. Explain the scope of data mining in the context of digital marketing.
21. Explain the legal framework of E-Banking business in India.
22. Explain the advantages of E-Banking facilities to the small businesses of the country.

(2×5=10 weightage)

