



**QP CODE: 21001059**

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**Reg No** : .....

**Name** : .....

**M COM DEGREE (CSS) EXAMINATION, JULY 2021**

**Fourth Semester**

Faculty of Commerce

M.COM MARKETING AND INTERNATIONAL BUSINESS (SF)

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

2019 Admission Onwards

B9322493

Time: 3 Hours

Weightage: 30

**Part A (Short Answer Questions)**

*Answer any **eight** questions.*

*Weight **1** each.*

1. Define C2C E-Commerce.
2. What is value proposition?
3. Make a comparison between E-Commerce and E-Business.
4. What are customer relationship management software?
5. What is E-Branding in the context of E-Commerce?
6. Write about the functional requirements for online selling.
7. What is CRM?
8. Explain Selling Chain Management.
9. What is an RTGS system?
10. Explain the concept of EFT.

(8×1=8 weightage)





### **Part B (Short Essay/Problems)**

*Answer any **six** questions.*

*Weight 2 each.*

11. Explain the ways in which technological convergence apply to a business.
12. Outline different ways for ensuring sustainability in the technology oriented business solutions.
13. What is E-Business Design? How does it helps in management of E-Business?
14. Compare and contrast the merits and demerits of different types of E-Marketing.
15. What are the main functions of EPOS system?
16. Explain the use of social media platform in public e-procurement system.
17. Briefly explain the structure and functions of Automated Teller Machines.
18. E Banking practices are more profitable business models than traditional ones. Critically evaluate this statement using suitable examples.

(6×2=12 weightage)

### **Part C (Essay Type Questions)**

*Answer any **two** questions.*

*Weight 5 each.*

19. Explain the major functions of E-Business by quoting suitable examples.
20. Explain the concept of business process re-engineering and its relationship with the productivity paradox and ERP.
21. Explain the legal framework of E-Banking business in India.
22. Critically evaluate the practices of risk management in the modern day E-businesses by citing suitable examples.

(2×5=10 weightage)

