

ST. PHILOMENA'S COLLEGE (AUTONOMOUS), MYSORE			
PG DEPARTMENT OF COMMERCE			
QUESTION BANK (Revised Curriculum 2018-20)			
SECOND YEAR- FOURTH SEMESTER (2018-20 Batch)			
COURSE TITLE (PAPER TITLE): E-COMERCE		QP Code: 53302	
UNIT	S. I No	QUESTIONS	MARKS
1	1	Define E-Commerce. Mention its features.	5
1	2	Explain the objectives of E-Commerce?	5
1	3	Explain the different modes of E-Commerce.	5
1	4	What is an Internet? How is E-Commerce different from Internet commerce?	5
1	5	Write a short note on Evolution of E-Commerce.	5
1	6	Bring out the importance of E-Commerce.	5
1	7	Explain the advantages of E-Commerce.	5
1	8	Explain the disadvantages of E-Commerce.	5
1	9	Explain the uses of E-Commerce in Educational institutions.	5
1	10	Explain the uses of E-Commerce in Medical field.	5
1	11	Who are the users of E-Commerce? How do they make use of E-Commerce?	5
1	12	Explain the importance of E-Commerce in Marketing. Give examples.	5
1	13	"E-Commerce is safer than Traditional Commerce". Comment.	5
1	14	Write a note on the progress of E-Commerce in India.	5
1	15	"Desktop computer is the best mode of E-Commerce." Explain your views on this statement.	5
1	16	Explain the term intranet.	5
1	17	Explain Extranet.	5
1	18	What are the objectives of E-Commerce? Explain	5
1	19	How is E-Commerce useful for government?	5
1	20	Explain the fear of E-Commerce users.	5
2	21	What is a Network? Mention its features.	5
2	22	What is a Network infrastructure? Explain.	5
2	23	Write short notes on a) Repeater b) Router	5
2	24	Write short notes on a) Hub b) Bridge	5
2	25	Explain a switch in terms of network infrastructure.	5
2	26	What are the characteristics of a Bridge device in Network infrastructure?	5
2	27	Explain a PAN category of network.	5
2	28	What is a WAN category of network? Explain its features and advantages.	5
2	29	What is LAN category of Network? Explain with examples.	5
2	30	Explain MAN network with examples.	5
2	31	What is a topology? Explain BUS topology.	5
2	32	Explain Star topology with examples.	5
2	33	What is WWW? Explain.	5
2	34	What is hardware? Explain with examples.	5
2	35	What is software? Explain with examples.	5

2	36	What is a Networking site? Explain with examples.	5
2	37	Bring out the importance of Networking sites.	5
2	38	What is server operating systems (OS)? Give examples.	5
2	39	Explain Ring topology with examples.	5
2	40	Explain tree topology with examples.	5
3	41	Write a note on B2C model.	5
3	42	Write a note on B2B model.	5
3	43	Write a note on C2C model.	5
3	44	Write a note on Brokerage model.	5
3	45	Write a note on Aggregator model.	5
3	46	Write a note on Info-mediary model.	5
3	47	Write a note on Community model.	5
3	48	Write a note on Value Chain model.	5
3	49	Write a note on Subscription model.	5
3	50	Write a note on Manufacturer model.	5
3	51	Write a note on Advertising model.	5
3	52	Write a note on Affiliate model.	5
3	53	What are the various modes of e-payment system? Explain.	5
3	54	Write a note on credit card.	5
3	55	What is a denial-of-service attack and how does it affect a business organization?	5
3	56	Write a note on debit card.	5
3	57	What is internet marketing? Briefly Explain.	5
3	58	Explain E-marketing value chain.	5
3	59	What is permission marketing? Explain.	5
3	60	What are personalized web pages? Explain.	5
3	61	Write a note on Smart Card Payment System.	5
3	62	What is digital wallet? Briefly explain.	5
3	63	Write a note on Online Marketing.	5
3	64	Write a note on E-advertising.	5
3	65	Write a note on Data Mining and Market Research.	5
3	66	Write a note on E-Branding.	5
3	67	Write a note on Personalized e-commerce stores.	5
4	68	What is website defacement? Explain.	5
4	69	Write a note on Cyberstalking.	5
4	70	Write a note on cookies and privacy.	5
4	71	Write a note on Phishing.	5
4	72	Write a note on Skimming.	5
4	73	What is Internet Gambling? Briefly explain.	5
4	74	Why Privacy issue is important when dealing with E-Commerce.	5
4	75	What is Spamming?	5
4	76	What is Click-Wrap and Web-Wrap Agreements? Briefly explain.	5
1	77	What is E-Commerce? Explain the significance of E-Commerce.	10
1	78	Compare the similarities of E-Commerce and Traditional Commerce.	10
1	79	Distinguish between Traditional commerce and E-Commerce.	10
1	80	Explain the limitations of E-Commerce.	10

1	81	Explain the uses of E-Commerce.	10
1	82	"E-Commerce is used by all in the 21st century". Comment.	10
1	83	"E-Commerce is a safest way of conducting business." Discuss.	10
1	84	Explain the progress of E-Commerce considering the whole world.	10
1	85	"Traditional Commerce is the best way for consumers to be cheated." Bring out the ideas supporting this statement.	10
1	86	Do you think changes need to be brought into E-Commerce? If yes, what are the changes. If No, Why?	10
2	87	Explain the different devices of network infrastructure.	10
2	88	Explain the advantages of internet.	10
2	89	Differentiate between LAN and WAN network category.	10
2	90	Differentiate between WAN and MAN network category.	10
2	91	How is LAN network category different from PAN category? Give examples.	10
2	92	Explain any 3 different types of topologies.	10
2	93	Differentiate between hardware and software.	10
2	94	Explain the disadvantages of internet.	10
2	95	WWW is the most important aspect of internet. Explain its features.	10
2	96	"Networking site is also called a social media". Bring out the advantages.	10
2	97	"Social networking sites should be widely used by all citizens". Discuss.	10
2	98	Bring out the issues faced by people using networking sites.	10
2	99	Explain the Network layers.	10
2	100	Explain in brief TCP / IP protocols.	10
3	101	Explain e-business models based on the relationship of transaction parties.	10
3	102	What is B2C model? Explain its advantages.	10
3	103	What is B2B model? Explain its major advantages.	10
3	104	What is Brokerage model? What are its advantages?	10
3	105	What is Aggregator model? What are its advantages?	10
3	106	What is Info-mediary model? What are its advantages?	10
3	107	What is Subscription model? What are its advantages?	10
3	108	What is Value Chain model? What are its advantages?	10
3	109	What is Community model? What are its advantages?	10
3	110	What is Manufacturer model? What are its advantages?	10
3	111	What is Advertising chain model? What are its advantages?	10
3	112	What is Affiliate chain model? What are its advantages?	10
3	113	What is Browsing behaviour model? Explain.	10
3	114	What are the various businesses that can flourish on the internet? Explain.	10
3	115	What is personalized online communication in e-marketing? Explain.	10
3	116	What is Online Marketing? Explain its advantages.	10
3	117	Explain the various means of E-Advertising.	10
3	118	What are the process and results of online market research? Explain.	10
4	119	What are network and website security risks? Explain.	10
4	120	How vulnerable are the internet sites? Explain.	10
4	121	What is firewalls? Explain.	10
4	122	What are the benefits of internet firewall?	10

3	123	What are the several factors involved in designing e-payment system? Explain.	10
4	124	Identify several types of disputes that have arisen over domain names.	10
4	125	Identify the provision of the IT Act 2000, for the legal transactions of e-commerce in India.	10
4	126	Why privacy issue is important when dealing with e-commerce?	10
1	127	<p>Mr. Ramu, a business man, has a problem. No matter how often he tells his employees how to do their jobs, they invariably “decide to do it their way”. As he puts it, an argument occurred between the employee and the customer with regard to the prices of the goods sold at the enterprise and on the online platform in spite of the employee convincing his customer. Mr. Ramu is confused and has no clear idea to make his profit as he feels the same issue may be the same among the other customers as well.</p> <p><b>Questions:</b></p> <ol style="list-style-type: none"> <li>a. Write down the analysis of the storekeeper’s job.</li> <li>b. What specific standard would you include in the problem faced by the customer?</li> <li>c. How would you go about in developing a standard E-Commerce platform?</li> </ol>	15
1	128	<p>Read the following Case and answer the questions given at the end. In XYZ Company, it was decided to introduce the concept of E-Commerce platform for their employees by providing seamless internet connection. The platform is a combination of both psychological and mental aptitude aspects. A questionnaire was developed to know the constraints and was circulated to the employees. After the implementation and evaluation of the concept, it was found that nearly 60% of the employees were resisting the use of E-Commerce platform at an early start. A meeting was called upon to discuss about the employees’ development; wherein they were asked to strictly adapt to the new change of going onto the online platform.</p> <p><b>Questions:</b></p> <ol style="list-style-type: none"> <li>a. What learning aspect do you suggest for the 60% of the employees with comparison to the 40% of the employees?</li> <li>b. What is your opinion about the case? How you will solve this problem?</li> </ol>	15
2	129	<p>ABC Enterprise demonstrates that E-Commerce can be used to support business networks and help rural firms overcome the challenges of small size and geographic remoteness. Business networks in the study consists primarily of supply networks where large firms purchase material inputs from other firms.</p> <p>These networks may be open (access available to all) or closed (membership restricted to specific suppliers or customers and information exchange provided through Electronic-data-interchange – EDI). Two businesses are used as examples of rural e-commerce activity and network building.</p> <p><b>Answer the following:</b></p>	15

		<p>a. What measures do you think to have to be taken to make “rural firms” overcome the challenges?</p> <p>b. Focus on network characteristics and benefits to the individual firm.</p>	
2	130	<p>Founded in 1994, Exodus communications helped create web hosting business and has attained a market value of over \$10 billion. The company offers sophisticated system and network management, along with professional services to support performance for customers’ websites.</p> <p>Exodus manages its network infrastructure via a worldwide network of Internet Data Centers (IDCs) located in North America, Europe and Asia Pacific. Exodus has 22 data centres around the world and is building another 14. Its customers include eBay, Yahoo!, Merrill Lynch, British Airways and Johnson &amp; Johnson.</p> <p><b>Questions:</b></p> <p>a. Why should a large, technically sophisticated company like eBay buy Web hosting services from Exodus Communications?</p> <p>b. According to the case study, Exodus Communications is an ISP for ASPs, but currently says it is not interested in moving into the ASP market as it learns more about how to support this type of activity?</p>	15

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**Note: The attached question paper is to be taken as a model question paper and all the M. Com IV semester Question papers will have the similar pattern.**

## MODEL QUESTION PAPER

Time -3 hrs.  
Maximum Marks-70

QP Code: 53302

### ST. PHILOMENA'S COLLEGE (AUTONOMOUS) MYSORE

#### IV Semester M. Com Final Examination

Subject: COMMERCE

Title: E-Commerce (HC)

#### PART A

Answer any FIVE questions: Each sub-question carries 5 marks. 5X5=25

1. Define E-Commerce. Mention its features. 5
2. "E-Commerce is safer than Traditional Commerce". Please comment. 5
3. Explain the importance of E-Commerce in Marketing. Give examples. 5
4. What is a Network infrastructure? Explain. 5
5. Write short notes on 5
  - a) Repeater
  - b) Router
6. What is a denial-of-service attack and how does it affect a business organization? 5
7. Write a note on Phishing 5
8. What is Click-Wrap and Web-Wrap Agreements? Briefly explain 5

#### PART B

Answer any THREE questions. Each question carries 10 marks 10x3=30

9. Compare the similarities of E-Commerce and Traditional Commerce 10
10. Do you think changes need to be brought into E-Commerce? If yes, what are the changes. If No, Why? 10
11. What is Brokerage model? What are its advantages? 10
12. Identify the provision of the IT Act 2000, for the legal transactions of e-commerce in India. 10
13. Why privacy issue is important when dealing with e-commerce? 10

#### PART C

**15x1=15**

#### CASE STUDY (COMPULSORY)

14. ABC Enterprise demonstrates that E-Commerce can be used to support business networks and help rural firms overcome the challenges of small size and geographic remoteness. Business networks in the study consists primarily of supply networks where large firms purchase material inputs from other firms. 15

These networks may be open (access available to all) or closed (membership restricted to specific suppliers or customers and information exchange provided through Electronic-data-interchange – EDI). Two businesses are used as examples of rural e-commerce activity and network building.

**Answer the following:**

- a. What measures do you think to have to be taken to make “rural firms” overcome the challenges?
- b. Focus on network characteristics and benefits to the individual firm

