MCOHC-2.2

Sl. No.

II Semester M.Com. Degree Examination, May/June - 2026

COMMERCE

Advanced E-Commerce

(CBCS, Semester SLM Scheme)

Time : 3 Hours **Maximum Marks : 80**

PART - A

Answer any Four questions. Each question carries 5 marks. **(4×5=20)**

1. Mention any five limitations of E-Commerce.

2. Define Extranet and Email in E-Commerce context.

3. List the characteristics of Enterprise Portals.

4. Define Data Mart and Operational Data Store.

5. What are the typical business touchpoints in E-CRM?

6. What are the risks involved in E-payment systems.

PART - B

Answer any Three questions. Each question carries 10 marks. **(3×10=30)**

7. Explain the perspectives of E-Commerce and its future prospects.

8. Discuss the classification of E-Business Models based on transaction type.

9. Elaborate the concept and structure of Data Warehousing.

10. Describe the components and benefits of a Customer Effective Web Design.

11. Explain the architecture and trends in E-Supply Chain Management.

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PART - C

Answer any Two questions. Each question carries 15 marks. (2×15=30)

12. Discuss the security risks on the internet and hacking issues faced by websites.

13. Explain the Decision Support System (DSS), its components, and applications.

14. Explain in detail the Online Extension of BAM Model and its relevance in E-Commerce.

15. Define EDI. Discuss its operations, models, benefits and drawbacks.
