MCOHC-2.2

Sl.No. : **Total No. of Pages : 2**

Second Semester M.Com. Degree Examination, May - 2024
(SLM Scheme) (CBCS)
COMMERCE
Course - II : Advanced E-Commerce

Time : 3 Hours **Max. Marks : 80**

SECTION - A

Answer any Four questions. Each question carries Five marks. [4 × 5 = 20]

Q1) List out the limitations of E-Commerce.

Q2) Briefly explain the core features of the Internet.

Q3) Explain the scope for Data Warehousing in India.

Q4) Write a note on Digital token-based E-Payment system.

Q5) Write a note on Artificial Intelligence.

Q6) What do you mean by Data Security?

SECTION - B

Answer any Three questions. Each question carries Ten marks. [3 × 10 = 30]

Q7) Critically evaluate the suitability of online marketing mix.

Q8) Explain the different tools for website development with emphasis on their usability.

Q9) What is Corporate Crime? Explain the types of Corporate Crime.

Q10) Critically evaluate the risks involved in E-Payment Systems.

Q11) Examine the various challenges of E-CRM.

SECTION - C

Answer any Two questions. Each question carries Fifteen marks. [2 × 15 = 30]

Q12) Discuss in detail the need and scope of E-Commerce.

Q13) Critically evaluate the relevance of E-Marketing Strategies in today's business scenario.

Q14) Write an explanatory note on Typical Business Touch points.

Q15) Discuss in detail on setting Website Goals and Objectives.

⌘⌘⌘