MCOHC-2.2

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

Second Semester M.Com. Degree Examination, November - 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) Mention the benefits of E-Commerce.

Q2) How does B2C work?

Q3) Write a short note on Extranet and E-mail.

Q4) List out the advantages of Portals.

Q5) What do you mean by data mining? State the infrastructures needed for data mining.

Q6) Differentiate between traditional marketing and E-marketing.

SECTION - B

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

Q7) Discuss the major provisions of IT Act 2000.

Q8) Explain briefly E-business models based on relationship of transaction type.

Q9) Briefly explain typical business touch points.

Q10) Explain network and website security risks.

Q11) Explain the objectives and requirements of management Information system.

SECTION - C

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

Q12) Discuss in detail Contemporary issues in E-Commerce.

Q13) Describe the various types of data warehousing.

Q14) Critically examine the need and importance of E-payments in digital era.

Q15) Elucidate the trends in E-supply Chain Management.

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