

BCOM/732/21A

FACULTY OF COMMERCE
B.COM (COMP.APPL) VI SEMESTER (CBCS R16) EXAMINATION, AUG 2021
E-COMMERCE

TIME: 2 HRS]

[MAX. MARKS:60

Answer any FIVE of the following questions (5 X 12=60 Marks)

- 1 Explain the status and future scope of E-Commerce in India.
- 2 Explain the different business models of E-Commerce with suitable examples.
- 3 Discuss the steps involved in designing a website for E-Commerce.
- 4 Describe the significance of Data Encryption Standard (DES).
- 5 Explain the types of mercantile process models.
- 6 Write in detail about types of payment process.
- 7 Explain the role of Value-Added Networks (VANS) and fully integrated EDI Systems.
- 8 Explain the pre-requisites of EDI.
- 9 Explain 5P's of internet marketing.
- 10 Explain in detail of online advertising mechanism.
