

SHRIMATHI DEVKUNVAR NANALAL BHATT VAISHNAV COLLEGE FOR WOMEN
(AUTONOMOUS)

(Affiliated to the University of Madras and Re-accredited with 'A+' Grade by NAAC)

Chromepet, Chennai - 600 044.

B.Com.ISM - END SEMESTER EXAMINATIONS - APRIL 2025

SEMESTER - VI

24UBIET6A02 - E-Business

Total Duration : 2 Hrs.30 Mins.

Total Marks : 60

Section B

Answer any **SIX** questions ($6 \times 5 = 30$ Marks)

1. Define E-Business and explain its main components.
2. How does social media influence consumer behaviour in online business?
3. Classify the different types of e-Commerce software and their functions.
4. Illustrate the implementation of EDI communications in a business setup.
5. Describe the key benefits of e-Business for retailers and customers.
6. Analyze the security threats in e-Commerce and suggest preventive measures.
7. Predict how social media marketing influences digital businesses.
8. Justify the importance of security measures in modern e-Payment Systems.

Section C

Answer any **THREE** questions ($3 \times 10 = 30$ Marks)

9. Prepare a detailed comparison of different e-Business models and their impact on online trade.
10. Analyze the advantages of digital marketing over traditional marketing.
11. Evaluate the role of Big Data Analytics in transforming e-Commerce businesses.
12. Examine how firewalls and encryption protect online transactions.
13. Assess the effectiveness of modern e-Payment Systems and their impact on digital transactions.
