

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.CA- END SEMESTER EXAMINATIONS - APRIL 2025

SEMESTER - IV

21UCCCT4009 - E-Commerce

Total Duration : 2 Hrs.30 Mins.

Total Marks : 60

Section B

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

1. Identify the differences between E-Commerce and Traditional Commerce.
2. Explain in detail Electronic Data Interchange and how it is useful in the implementation of E-Commerce.
3. Relate the various models of B2B E-Commerce.
4. Sketch about www and how does it work.
5. Indicate the advantages of e-marketing.
6. Calculate the essential features of an effective website.
7. Illustrate the benefits of electronic funds transfer.
8. Ascertain the main challenges faced by businesses when implementing AI in e-commerce?

Section C

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

9. Describe in detail the benefits of E-Commerce to organisations, consumers, society and the nation.
10. Prepare in detail about formulation of strategy, implementation and evaluation of e-commerce.
11. Examine the major economic and legal issues related to web advertisement.
12. Classify the various methods of electronic methods of payment of goods purchased over the world wide web.
13. Examine the concept of machine learning and how does it work in the context of e-commerce.
