

Roll.No.

24UBIET6A02

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 - NOVEMBER 2025
SEMESTER - VI

24UBIET6A02 - E-Business

Total Duration : 2 Hrs.30 Mins.

Total Marks : 60

Section B

Answer any **SIX** questions (6 × 5 = 30 Marks)

1. Define the concept of Electronic Business and illustrate its main functions.
2. Classify the different E-Business Models and explain their scope in modern business environments.
3. Differentiate between Digital Marketing and Traditional Marketing using suitable examples.
4. Discuss the specialized areas of Internet Marketing such as Web Marketing, Social Media Marketing, and Digital Marketing.
5. List and describe the types and functions of E-Commerce Software.
6. Explain how Big Data Analytics can be used in Social Media to impact E-Commerce performance.
7. Summarize the benefits and implementation process of Electronic Data Interchange (EDI) in E-Business.
8. Identify and explain the various E-Payment systems such as Electronic Funds Transfer and Digital Token-Based Payments.

Section C

Answer any **THREE** questions (3 × 10 = 30 Marks)

9. Examine the benefits of E-Business for both retailers and customers and evaluate how these benefits contribute to business efficiency.
10. Critically evaluate the role of Internet Marketing in enhancing brand visibility and propose strategies for its effective implementation in e-business.
11. Analyze the future trends in E-Commerce Software and assess their implications for online business operations.

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12. Examine the security threats in E-Commerce systems and evaluate the role of firewalls and encryption in safeguarding online transactions.
13. Evaluate the new trends in online payment systems and formulate measures to ensure payment security in E-Business transactions.
