

Roll.No.

21UCCCT4009

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 - NOVEMBER 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. Differentiate between E – Commerce and Traditional Commerce.
2. Discuss the factors influencing E - Commerce.
3. How to design Website? State its procedures.
4. Bring out the importance of Internet Advertising.
5. List out the various types of Biometrics.
6. How EDP enhanced the business plan in E – Commerce?
7. Differentiate between Machine Learning [ML] and Artificial Intelligence [AI].
8. Discuss the benefits of Computer Vision.

Section C

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

9. "E-Commerce refers to commercial activities including electronic buying / selling of products and services" – Explain its challenges and limitations.
10. "E – Commerce encompasses a wide range of online transactions on Websites" – Comment the statement and analyse the significance of B2B and B2C transactions.
11. Explain the emergence of the Internet in a Competitive advertising media.
12. What is Electronic Payment System? Elucidate the issues and solutions to overcome those problems in the current scenario.
13. "Conversation Artificial Intelligence is a technology that uses AI to enable human-like communication with machines through natural language" – Enlighten its components.
