|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Reg No: |  |  |  |  |  |  |  |  |  |  |  |

D.K.M.COLLEGE FOR WOMEN (AUTONOMOUS), VELLORE-1

**SEMESTER EXAMINATIONS**

**APRIL - 2018 15NCO4A**

**NON MAJOR ELECTIVE-II : E – COMMERCE - II**

**\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\***

Time: 2 Hrs Max.Marks: 50

SECTION-A (10 x 2 =20)

**Answer ALL the questions.**

1. What is E- Commerce?
2. What is B2G model of E-Commerce?
3. Expand WWW.
4. What is Online Trading?
5. What is an Internet?
6. What is an E-Mail?
7. What is an web Advertisement?
8. What is E-Banking?
9. Brief any two recent trends in Banking Sector.
10. What is E-Marketing?

SECTION-B (3 x 10 =30)

**Answer any THREE of the following questions.**

1. Explain the role of E-Filing in the modern technological world.
2. What are the advantages and disadvantages of Online Trading?
3. What are the roles of E-Marketing in modern business?
4. Explain the merits and demerits of E-Banking?
5. Explain the procedure for creating an E-mail Id.

**\* \* \* \* \* \* \***