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**D.K.M.COLLEGE FOR WOMEN (AUTONOMOUS), VELLORE-1**  
**SEMESTER EXAMINATIONS**  
**NOVEMBER - 2017**  
**ELECTIVE I : E - BUSINESS**

15CBA3D

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**Time : 3 Hrs**

**Max.Marks : 75**

**SECTION-A (10 x 2 =20)**

**Answer ALL the questions.**

1. Define E – Commerce.
2. What are the buying process in traditional Commerce?
3. What is E – Business?
4. Write any two disadvantages of E – Commerce.
5. State the meaning of Electronic Banking.
6. What is E – Learning?
7. What do you mean by cyber crime?
8. What is internet associated Risks?
9. Define E – Marketing.
10. What is internet marketing?

**SECTION-B (5 x 5 =25)**

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

11. Write a note on Introduction to E – Commerce.
12. State the advantages of E – Commerce to Business.
13. Explain briefly the need for E – Business.
14. Write a note on Electronic Searching.
15. Explain Intranet Associated Risks.
16. Critically analyse the Travel and Tourism services.
17. State the advantages of E – Marketing.
18. What are the Importance of E- Marketing? Explain.

**SECTION-C (3 x 10 =30)**

**Answer ALL the questions.**

19. (a) Distinguish between Traditional Commerce and E – Commerce  
(Or)  
(b) Describe the advantages of E – Commerce to Society and to Nation.
20. (a) Discuss the advantages of E – Commerce to Consumers.  
(Or)  
(b) Describe E- Trading in E - Commerce.
21. (a) Critically examine the list of cyber crimes.  
(Or)  
(b) Describe internet Marketing Techniques

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