

D.K.M. COLLEGE FOR WOMEN (AUTONOMOUS), VELLORE-1**SEMESTER EXAMINATIONS****NOVEMBER - 2018****15CBA3D****ELECTIVE I : E - BUSINESS****Time : 3 Hours****Max. Marks : 75****SECTION – A (10 x 2 = 20)****Answer ALL the questions.**

1. What is E- Commerce?
2. Give any two advantages of E - Commerce.
3. What is Encryption?
4. What is Cipher?
5. What is E - Learning?
6. What is Electronic banking?
7. What is Internet Transactions?
8. What is Cybercrime?
9. What is E - Marketing?
10. List any two Search Engines.

SECTION – B (5 x 5 = 25)**Answer any FIVE of the following questions.**

11. Explain the recent trends of E - Commerce in India.
12. Discuss the advantages of E - Trading.
13. Explain the functions of Electronic Banking.
14. What are the risks involved in E - Business?
15. Explain the Internet Marketing Techniques.
16. Discuss the Security and Safety of E - Business.
17. Discuss the features of Online Book Shop.
18. State the importance of E - Marketing.

SECTION – C (3 x 10 = 30)**Answer ALL the questions.**

19. (a) Explain the types of E - Commerce.

(Or)

- (b) Differentiate between Traditional Commerce and E - Commerce.

20. (a) Discuss about advantages and disadvantages of E - Commerce in India.

(Or)

- (b) What is E – Trading? Give the importance of E – Trading in the business.

21. (a) Explain in detail an overview of risks associated with Internet Transactions.

(Or)

- (b) What are the advantages and disadvantages of E - Marketing?