

Reg No:

--	--	--	--	--	--	--	--	--	--	--	--

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

SEMESTER EXAMINATIONS

NOVEMBER - 2018

15NCO3A

NON MAJOR ELECTIVE –I: E- COMMERCE - I

Time: 2 Hrs

Max.Marks: 50

SECTION-A (10 x 2 =20)

Answer ALL the questions.

1. Define E- Commerce.
2. Write a short note on traditional E-commerce.
3. List the categories of E-Commerce.
4. What is B2C model of E-Commerce?
5. What is B2B model of E-Commerce?
6. Expand WWW.
7. What is a Website?
8. What is an E-Mail?
9. What is Browsing?
10. What is website design?

SECTION-B (3 x 10 =30)

Answer any THREE of the following questions.

11. Explain the categories of E-Commerce Application.
12. Discuss the Advantages and limitations of E-Commerce.
13. Differentiate between Traditional and Electronic Commerce.
14. Explain the various models of E-Commerce.
15. Discuss the principles to be followed for E-Commerce website.

* * * * *