

Reg. No. :

Name :

**Third Semester B.Com. LL.B. (Five Year Integrated) Degree Examination,
October 2024**

Paper I : E - BUSINESS

(2020 Admission Onwards)

Time : 3 Hours

Max. Marks : 80

I. Answer any **five** questions. Each question carries **2** marks.

1. What is viral marketing?
2. What is B2C?
3. Give four examples of e-marketplace.
4. What is CRM?
5. What is e-tailing?
6. Who is a digital citizen?

(5 × 2 = 10 Marks)

II. Answer any **four** questions. Each question carries **4** marks.

7. Differentiate between E-commerce and E-business.
8. Discuss the benefits of ERP.
9. What are the steps involved in e-procurement?
10. Explain e-branding.
11. Mention the advantages of B2B.

(4 × 4 = 16 Marks)

P.T.O.

III. Answer any **four** questions. Each question carries **6** marks.

12. Explain the digital payment requirements.
13. Explain the e-commerce transaction cycle.
14. Explain the objectives of e-governance.
15. Discuss the various types of e-auctions.
16. Write a note on e-tourism.

(4 × 6 = 24 Marks)

IV. Answer any **three** questions Each question carries **10** marks.

17. Explain the advantages and disadvantages of e-commerce.
18. What is online banking? Elaborate the merits and demerits of online banking.
19. Explain the website design and development process.
20. Discuss the models of E-Governance

(3 × 10 = 30 Marks)