

TED (15) – 4144

(REVISION — 2015)

Reg. No.

Signature

FOURTH SEMESTER DIPLOMA EXAMINATION IN
COMMERCIAL PRACTICE — APRIL, 2017

E - COMMERCE

[Time : 3 hours

(Maximum marks : 100)

PART — A

(Maximum marks : 10)

Marks

I Answer the following questions in one or two sentences. Each question carries 2 marks.

1. Define e-Commerce.
2. What do you mean by e-banking ?
3. What is dynamic pricing ?
4. Describe blogging.
5. State the meaning of M - Commerce.

(5 × 2 = 10)

PART — B

(Maximum marks : 30)

II Answer *any five* of the following questions. Each question carries 6 marks.

1. Describe the benefits of EC to individuals and society.
2. State the meaning of
(a) angel investor (b) incubator (c) venture capital
3. What types of goods are expected to facilitate successful e-tailing ?
4. State the benefits of B2B.
5. Describe virtual universities.
6. Describe strategic sourcing and spot sourcing.
7. State the meaning of bricks and mortar retailers and click and mortar retailers.

(5 × 6 = 30)

PART — C

(Maximum marks : 60)

(Answer *one full* question from each unit. Each full question carries 15 marks.)

UNIT — I

- III (a) Distinguish between Traditional Commerce and E-commerce. 8
 (b) Describe the benefits of EC to organizations. 7

OR

- IV (a) Explain the formation process of a typical on the business. 8
 (b) Explain the steps in building a website. 7

UNIT — II

- V (a) What do you mean by e-tailing ? List some goods that are sold well on internet. 8
 (b) State the meaning of shopping portals and shop bots. 7

OR

- VI (a) Distinguish between e-commerce and traditional commerce. 8
 (b) Explain the procedure of web hosting and obtaining a domain name. 7

UNIT — III

- VII (a) State the benefits and limitations of direct sales from catalogues. 8
 (b) Explain the functions of exchange. 7

OR

- VIII (a) List the B2B online services. 8
 (b) What is consortium trading exchange ? List different types of consortia. 7

UNIT — IV

- IX (a) Describe e - books and list their advantages. 8
 (b) What are the benefits and draw backs of e-learning ? 7

OR

- X (a) Explain the categories of e-government service. 8
 (b) Describe blogging and its advantages. 7