

DIPLOMA EXAMINATION IN ENGINEERING/TECHNOLOGY/MANAGEMENT/
COMMERCIAL PRACTICE, OCTOBER 2017.

E COMMERCE

(Maximum Marks : 100)

Time : 3 Hrs

PART-A
(Maximum marks: 10)

Marks

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

1. State the meaning of e-Commerce.
2. What do you mean by virtual banking?
3. What is consortium trading exchange?
4. Describe e-Learning.
5. What do you mean by Pure e-Commerce?

(5X2=10)

PART - B
(Maximum marks : 30)

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

1. What is e-tailing? List some goods that are sold well on internet.
2. List out the major technological and non technological limitations of EC.
3. Explain the benefits and limitations of direct sales from catalogues.
4. Describe e-government.
5. Explain the benefits of e-Learning.
6. Explain the steps in building a website.
7. State the meaning of click and mortar retailers and brick and mortar retailers.

[5x6 =30]

PART - C
(Maximum marks : 60)

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

UNIT I

- III (a) State the meaning of pure EC, partial EC, internet EC and Non internet EC. [8]
(b) Point out the benefits of EC to organizations. [7]

OR

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

UNIT- II

- V (a) Explain shopping portals and shop bots. (8)
(b) State the meaning of e-banking and point out the capabilities of e-banking. (7)

OR

- VI (a) State the meaning of: (1) e-tailing (2) Pure play e-tailers
(3) Click and mortar retailers (4) Brick and mortar retailers. (8)
(b) What are the advantages of online stock trading. (7)

UNIT- III

- VII (a) State the benefits and limitations of B2B (8)
(b) List the B2B online services. (7)

OR

- VIII (a) List different types of consortia. (8)
(b) What is dynamic pricing? How does it works? (7)

UNIT – IV

- IX (a) Describe blogging and its advantages. (8)
(b) Explain the benefits of e-learning. (7)

OR

- X (a) List out the major methods of online publishing. (8)
(b) Describe e-books and list their advantages. (7)
