

CODE: **197221**
NOVEMBER 2020

TIME: 2 Hrs
MAX. MARKS:50

PART A

(10 x 2=20)

Answer any **TEN** questions.

1. Define E-commerce.
2. Give two examples of E-commerce Companies.
3. Define Internet.
4. What is Internet Protocol?
5. Define Web Marketing.
6. What do you mean by Marketing Strategies?
7. Define Electronic Data Interchange.
8. Define Supply Chain Management.
9. What is Electronic Payment System?
10. What is E-Cash?
11. What is Intranet?
12. What is Wallet Based Payment System?

PART B

(2 x 5=10)

Answer any **TWO** questions.

13. What are the advantages of e-commerce?
14. Briefly give note on the concepts of Internet Protocol.
15. What are the various issues in Web Marketing?
16. Write a short note on E- Commerce Business models.
17. What are the advantages of Electronic Payment Systems?
18. Bring out the difference between Intranet and Extranet.
19. Write a note on Network Security.
20. Write a short note on “Electronic Commerce Application”

PART C

(2 x 10=20)

Answer any **TWO** questions.

21. Explain the role of E-commerce in India.
22. Discuss the various kinds of marketing strategies.
23. Explain the various types of Networking.
24. Discuss the Evolution of E-Commerce.
25. Explain the various kinds of E-Payment Methods.