

**QP CODE**

**C1062**

**Enrollment Number: .....**

**Name: .....**

**B.COM DEGREE EXAMINATIONS, JULY 2025**

**Third Semester**

**B.Com**

**B21CM01SE – E-Business**

**(2023 July admissions)**

**Time: 3 Hours**

**Max Marks: 70**

**Section A**

**Answer any ten of the following questions in a word or sentence each. Each question carries 1 mark.**

1. What is E- business?
2. Name two online travel booking platform.
3. Give one example of an E-Business platform.
4. What is ICT?
5. Write any two advantages of e-learning.
6. What is the primary purpose of G2C services?
7. What is E-Book?
8. What is digital marketing?
9. What is C2C?
10. What is E-commerce?
11. What is online banking?
12. What is Virtual Reality?
13. Define supply chain management.
14. Write a note on electronic fund transfer.
15. Name any two popular internet browsers.

**(1X10=10)**

**Section B**

**Answer any five of the following questions in two or three sentences each. Each question carries 2 marks.**

16. Explain the difference between B2B and B2C E-Commerce models.
17. Mention two advantages of E-Commerce.
18. What do you mean by Content Marketing?
19. Explain the uses of ICT.
20. Differentiate E -commerce and E- business.

21. What is ERP?
22. Explain Mobile Marketing.
23. Write short note on Learning Management Systems.
24. What is CRM?
25. Explain the scope of ERP system.

**(2X5=10)**

### **Section C**

**Answer any four of the following questions. Each question carries 5 marks.**

26. What are the benefits of E-Business?
27. Discuss the challenges of E-Business.
28. Briefly explain the benefits of E-learning.
29. Explain the components of CRM.
30. What are the key components of E-Supply Chain Management?
31. Explain the benefits of E-Governance.
32. What are the various types of E-Banking services?
33. Elaborate on different E-Governance services available to citizens.

**(5X4=20)**

### **Section D**

**Answer any two of the following questions. Each question carries 15 marks.**

34. What is E- Governance? Explain the concepts and limitations of E- Governance.
35. Explain the role of stake holders in the development of E-tourism.
36. Discuss about various E- Commerce models.
37. Explain the various features of E- Business.

**(15X2=30)**