G – 4530

Reg. No. : ....

Name : ....

Second Semester M.Com. Degree Examination, July 2019

Paper – I : CO 221 E-BUSINESS AND CYBER LAWS

(2018 Admission)

Time : 3 Hours   Max. Marks : 75

SECTION A

Answer all questions, Each question carries 2 marks.

1. What is e-commerce?

2. What are Revenue model?

3. What is traditional marketing?

4. What is e-retailing?

5. What is Supply chain management?

6. What is Debit card?

7. What is meant by cyber Law?

8. What is Trademark?

9. State the meaning of OTP.

10. What are Cybercrimes?

(10 × 2 = 20 marks)

SECTION B

Answer any five questions. Each question carries 5 marks.

11. Explain the e-business design.

12. Differentiate e- business and e-commerce.

13. What is online marketing? State the advantages in online Marketing.

14. Explain the e-payment mechanism.

15. Explain the terms and conditions of copy right.

16. Explain the issues relating to cyber investigation.

17. What are the advantages of e-commerce?

18. Explain the types of cyber - crimes.

(5 × 5 = 25 marks)

SECTION C

Answer any two Questions Each question carries 15 marks.

19. Explain in brief the benefits of electronic payment.

20. What are the advantages that can be enjoyed by technological enabled businesses?

21. What is IT Act 2000? Discuss the major provisions under IT act 2000?

22. Describe the various models of e- marketing.

(2 × 15 = 30 marks)

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