

TED (15) – 6252

(REVISION — 2015)

Reg. No.

Signature

DIPLOMA EXAMINATION IN ENGINEERING/TECHNOLOGY/
MANAGEMENT/COMMERCIAL PRACTICE — APRIL, 2019

E COMMERCE & CYBER BANKING

[Time : 3 hours

(Maximum marks : 100)

PART — A

(Maximum marks : 10)

Marks

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

1. Define E Retailing.
2. State the meaning of B2B.
3. Write the meaning of E Cheque.
4. State the meaning of internet marketing.
5. Write the meaning of intellectual property right.

(5 × 2 = 10)

PART — B

(Maximum marks : 30)

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

1. Explain the features of E commerce.
2. List out the advantages of E commerce.
3. Explain the basic requirements for building a website.
4. Explain the factors influencing successful E commerce.
5. List out the features of cyber banking.
6. Describe the prepaid and post paid payment systems in E commerce.
7. Explain the advantages of online shopping.

(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) Explain the limitations of E commerce. 8
- (b) Explain E commerce in service industry. 7

OR

- IV Differentiate E commerce and traditional commerce. 15

UNIT — II

- V Explain the following :
- (i) Business-to-Business (B2B) 5
- (ii) Business to Customer (B2C) 5
- (iii) Customer to Customer (C2C). 5

OR

- VI Explain the benefits of website in E commerce. 15

UNIT — III

- VII Explain the different types of electronic payment system. 15

OR

- VIII Describe the solution for Security issues on Electronic payment system. 15

UNIT — IV

- IX Describe the various internet marketing technique. 15

OR

- X (a) Describe the legal issues of E commerce. 8
- (b) Describe ethical issues of E commerce. 7