

Reg. No.:



Name:

University of Kerala

U8832

Second Semester FYUGP Degree Examination, April 2025

Discipline Specific Core Course

COMPUTER APPLICATION

UK2DSCCAP101/ UK2DSCCSC104 - E-commerce

Academic Level: 100-199

Time: 2 Hours(120 Mins)

Max. Marks: 56

Part A.6 Marks:Time 5 Minutes.(Cognitive Level :Remember(RE)/Understand(UN)) Objective Type.1 mark each, Answer all questions

Qn No.	Question	CL	CO
1	List two digital advertising tools.	RE	4
2	State the meaning of Industry Value Chain.	RE	2
3	Identify any two location-based e-commerce system.	UN	4
4	Define E commerce	UN	1
5	Review the primary function of an E-Distributor?	UN	2
6	Differentiate between Agile and Waterfall web development methodologies?	UN	3

Part B.10 Marks.Time:20 Minutes (Cognitive Level:Understand(UN)/Apply(AP))Two-three sentences.2 marks each.Answer all questions

Qn No.	Question	CL	CO
7	Describe how Exchanges in a B2B model function. How do they improve business transactions?	UN	2
8	Identify the importance of information density in an e-commerce platform.	UN	1
9	Assess the risks and rewards of using online exchanges for purchasing raw materials.	AP	2
10	Apply the criteria for selecting e-commerce software for a company launching an online bookstore.	AP	3
11	A smartphone brand introduces a chatbot for 24/7 customer support. Identify the e-commerce trend used and explain how it enhances customer experience.	AP	1

Part C.16 Marks.Time:35 Minutes.(Cognitive Level :Apply(AP)/Analyse(AN))Short Answer.4 marks each, Answer all 4 questions,choosing among options * within each question

Qn No.	Question	CL	CO
12	A) Discuss Ecommerce Security Environment OR B) You are hired as an IT consultant for a startup planning an E-commerce website. Design a basic website structure with key technological components.	AP	3, 3
13	A) Discuss tier3 ISP OR B) Predict choosing the software during design and development phase	AP	3, 1
14	A) Discuss the strategic importance of business models in defining the long-term direction and goals of an e-commerce company. OR B) Discuss the advantages and disadvantages of using online marketing metrics to track customer behavior and improve digital advertising.	AN	2, 4

Qn No.	Question	CL	CO
15	A) Classify the different types of E-Commerce and explain their characteristics with examples. OR B) Discuss the impact of E-Commerce on society, especially in terms of consumer behavior and online purchasing patterns	AN	1, 1

Part D.24 Marks.Time: 60 Minutes.(Cognitive Level :Analyse(AN)/Evaluate(EV)/Create(CR)) Long Answer 6 Marks each.Answer all 4 questions choosing among options * within each question

Qn No.	Question	CL	CO
16	A) Explain the key characteristics of the B2C business models like online retailers, community providers, content providers, portals, transaction brokers, and market creators? OR B) Distinguish e-commerce from e-business	AN	2, 1
17	A) Explain how businesses personalize marketing using customer location data. OR B) Discuss the role of influencers in social marketing strategies.	EV	4, 4
18	A) Illustrate how pay-per-click (PPC) advertising works in online marketing. OR B) Compare traditional advertising with location-based mobile marketing.	EV	4, 4
19	A) Evaluate the role of the Internet Backbone in global communication. OR B) Analyze social marketing in e-commerce	CR	3, 4