

MARWARI COLLEGE , RANCHI

QUESTION BANK

DEPATMENT : MCA

SEMESTER : II

PAPER : CCMCA201

SUBJECT : E COMMERCE

FACULTY : ANUBHUTI SRIVASTAVA

- 1. What is e-commerce ? Explain the function of e-commerce.**
- 2. Explain the scope and limitations of e-commerce.**
- 3. Explain the models of e-commerce.**
- 4. Describe the state of e-commerce in india.**
- 5. What are the problems and opportunities of e-commerce in india?**
- 6. Define e-business?**
- 7. How e-commerce is different than e-business?**
- 8. What is an impact of e-business on the traditional business?**
- 9. Discuss the success factors to be consider for implementation of e-business strategies.**
- 10. What are the benefits and limitation of e commerce.**
- 11. Write a shote note on business to consumer model.**
- 12. Explain the application of e-commerce strategies in managerial, marketing and financial situation.**

13. Explain the porter's value chain model.
14. Explain the importance of supply chain in e-commerce.
15. Describe in brief the history of e-commerce.
16. Differentiate between traditional commerce and e-commerce.
17. Describe regulatory framework of e-commerce.
18. Explain application of e-commerce.
19. What is direct marketing and directing selling.
20. Write down the difference between direct marketing and direct selling.
21. Write down the advantages and disadvantages of home shopping.
22. Explain the security issues in e-commerce.
23. What is e-payment system?
24. Write advantages and disadvantages of e-payment system.
25. Explain the impact of e-commerce on market and marketing issues.
26. Write short notes on e-commerce security.
27. What is an electronic market?
28. Write down the use of electronic market.
29. Explain the advantages and disadvantages of electronic market.
30. Define EDI.
31. What are the advantages and limitations of EDI?
32. What is internet advertising? What are its benefits to the business.
33. What are the features of websites.
34. What are the limitation of traditional marketing?
35. What are search engine.

36. What is internet.
37. Briefly explain about the participant in an online electronic payment transaction.
38. What are the components of internet.
39. What do you mean by internet advertising.
40. What are the different models of internet advertising.
41. What are the components of a website.
42. What is TCP/IP.
43. What is internet and intranet.
44. Write short notes on internet protocol.
45. What are the advantages of smart cards.
46. Write short notes on risks in electronic payment system.
47. What are the major limitations on the growth of e-commerce in India.
48. Explain electronic wallets, smart cards and credit card system in detail.
49. Explain applications of direct marketing and direct selling.
50. What do you mean by security threats in e-commerce.