



THE AMERICAN COLLEGE, MADURAI

(An Autonomous Institution Affiliated to Madurai Kamaraj University)
Re-accredited (2nd Cycle) by NAAC with Grade “A”, CGPA – 3.46 on a 4-point scale

Backlog Arrear Examination, March 2021

BIT 1201

E-Commerce

Time : 2Hr

Max: 60 Marks

PART – A

Answer any FOUR questions

(4×15 = 60)

1. Describe about various benefits of E-Commerce.
2. Explain about various factors for success in ecommerce.
3. Describe briefly about the marketing strategies for ecommerce business.
4. Discuss in detail on various issues and challenges regarding Electronic payment system.
5. Describe about Epayment and its types.
6. Explain about legal and ethical issues in ecommerce in details.