



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

COM/CME 2440

E- Commerce

Mark: 75

Answer Any five of the following:

(5 X 15 = 75)

1. Differentiate E-Commerce with Traditional Commerce.
2. Explain the different types of Electronic Commerce.
3. Describe the various services provided by Internet.
4. Explain the methods of Electronic Payment.
5. Discuss the various kinds of security threats faced by the users.
6. Enumerate the guidelines for Cryptography Policy.
7. Describe the Objectives and Elements of E- Marketing Mix.
