



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

Course Code: CIT 1410

Marks: 75 Marks

Course Title: E-Commerce

Time: 3 Hrs.

PART – A

Answer any FIVE questions:

(5 x 15 = 75)

1. Explain about the types of E-commerce business model with appropriate diagram.
2. Write down the procedure for online booking of Railways and airlines.
3. Define E- mail. List down the procedure for opening e-mail account on Internet.
4. Discuss about the features of E-commerce.
5. Illustrate the Domain name registration process.
6. Write in detail about the types of online Advertising.
7. Explain about the requirements of E-payment system.
