



**THE AMERICAN COLLEGE, MADURAI**  
(An Autonomous Institution Affiliated to Madurai Kamaraj University)  
Re-accredited (2<sup>nd</sup> Cycle) by NAAC with Grade “A”, CGPA – 3.46 on a 4-point scale  
**Backlog Arrear Examination, March 2021**

**COURSE CODE : CMC 1438**  
**COURSE TITLE : E-Commerce**

**TIME : 3 Hrs**  
**MARKS : 75**

**PART - A**

**ANSWER ANY FIVE QUESTIONS**

**5 X 15 = 75**

1. Describe the functions and goals of E-Commerce.
2. Explain the role of Internet in B2B Application.
3. Distinguish Internet and Extranet.
4. Illustrate Electronic payment system and its types.
5. Give note on the pros and cons of Online Shopping.
6. List out and explain the techniques used for Internet marketing.
7. Describe in detail about E-Governance of India.