



**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 2428**

**Mark:75**

**COURSE TITLE: E-Commerce**

**Time:3 hrs**

**Part- A**

**Answer any five questions:**

**5 X 15 = 75**

1. Differentiate Traditional commerce and E-commerce.
2. Discuss the benefits and limitations of E-commerce.
3. Explain various Business models of E-commerce.
4. Illustrate website and how will you design website for E-commerce.
5. Give note on the models and weakness in Internet advertising.
6. Briefly explain various Electronic Payment System.
7. Discuss the Ethical and Security issues in E-commerce.