

QP Code: D141780		Total Pages: 1	Name:
			Register No.
SECOND SEMESTER (CUFYUGP) DEGREE EXAMINATION, APRIL 2026			
ACCOUNTING AND FINANCE / COMMERCE			
COP2MN110 / COM2MN110 E-Business Strategies			
2024 Admission onwards			
Maximum Time :2 Hours			Maximum Marks :70
Section A			
All Questions can be answered. Each Question carries 3 marks(Ceiling : 24 Marks)			
1	What are virtual enterprises ?		
2	Explain the Consumer-to-Consumer (C2C) model		
3	How does the Peer-to-Peer (P2P) Business Model work?		
4	How does E-Commerce create a competitive advantage for retailers?		
5	What do you understand by Payment and Content Management ?		
6	What are the advantages of Subscription-Based E-Commerce models?		
7	What is the significance of Application Service Providers (ASPs) in online payments ?		
8	How electronic checks (E-Checks) work in online payments ?		
9	Write the nature of credit cards in online payment systems		
10	What are the major security threats in online transactions?		
Section B			
All Questions can be answered. Each Question carries 6 marks(Ceiling : 36 Marks)			
11	What are the key factors affecting the growth of E-Business?		
12	Describe the main features of E-Business.		
13	What are the different types of information services rendered by e-businesses ?		
14	Explain the Business-to-Consumer (B2C) model with examples.		
15	Discuss the challenges and security concerns in EDI transactions.		
16	Explain the role of SSL (Secure Socket Layer) and TLS (Transport Layer Security) in online payments		
17	Explain the concept of tokenization and its role in payment security.		
18	What are the major legal issues in E-Commerce?		
Section C			
Answer any ONE .Each Question carries 10 marks(1x10=10 Marks)			
19	Explain the challenges and solutions for retailers in the E-Commerce industry.		
20	Describe the various online payment methods used in E-Commerce.		