

Reg. No.:



Name:

University of Kerala

U8721

Second Semester FYUGP Degree Examination, April 2025

Discipline Specific Core Course

COMMERCE

UK2DSCCOM102 - E-business and Governance

Academic Level: 100-199

Time: 2 Hours(120 Mins)

Max. Marks: 56

**Part A.6 Marks:Time 5 Minutes.(Cognitive Level :Remember(RE)/Understand(UN)) Objective Type.1 mark each,
Answer all questions**

Qn No.	Question	CL	CO
1	Expand SEO	RE	3
2	Which of the following is an example of C2C e-commerce Options : A)A company selling products to another company B)A consumer buying from an online retailer C)An individual selling items on an online marketplace to another individual D)A business providing services to the government	RE	1
3	The way of paying for goods and services through an electronic medium, without the use of any cheque or cash, is called _____ Options : A)E-procurement B)E-payment C)E-marketing D)E-marketplace	UN	2
4	Which of the following is NOT a feature of online banking? Options : A)Use of internet B)Any time any where banking C)Built in security D)Physical contact with banker	UN	1
5	Pick out one of the disadvantages of e- Governance implementation Options : A)Digital divide B)Reduces corruption C)Speedy services D)ICT based	UN	2
6	The term _____ refers to transactions between two businesses that involve buying from and selling to each other over the internet. Options : A)B2C B)B2B	UN	1

Qn No.	Question	CL	CO
	C)B2G D)B2E		

Part B.10 Marks.Time:20 Minutes (Cognitive Level:Understand(UN)/Apply(AP))Two-three sentences.2 marks each.Answer all questions

Qn No.	Question	CL	CO
7	Explain how an e-auction process works.	UN	3
8	Illustrate the primary benefits of e-business in terms of market reach.	UN	1
9	Select a suitable e auction model for highly perishable items and explain	AP	1
10	Identify the benefits for a company launching an e-business platform to sell its products online	AP	2
11	Identify the objectives of e-filing and e-service.	AP	4

Part C.16 Marks.Time:35 Minutes.(Cognitive Level :Apply(AP)/Analyse(AN))Short Answer.4 marks each, Answer all 4 questions,choosing among options * within each question

Qn No.	Question	CL	CO
12	A) A manufacturing company use an ERP system to streamline its production process. Identify the features of ERP system OR B) Apply e-SCM to manage inventory in an online food delivery startup.	AP	3, 3
13	A) Organize different e- business revenue models. OR B) A business firm enters into an e-auction and wants to ensure that all bids remain confidential, which type of e-auction would you prefer and why	AP	2, 3
14	A) Compare traditional business and e-business	AN	3, 4

Qn No.	Question	CL	CO
	OR B) Analyse the impact of social media on social relationships in an e - society.		
15	A) If a company wants to implement a new e-payment system to international customers. Discover the different e-payment systems. OR B) Discover the drawbacks of E-Shopping.	AN	4, 3

Part D.24 Marks.Time: 60 Minutes.(Cognitive Level :Analyse(AN)/Evaluate(EV)/Create(CR)) Long Answer 6 Marks each.Answer all 4 questions choosing among options * within each question

Qn No.	Question	CL	CO
16	A) Analyse the effectiveness of e-learning compared to traditional classroom learning in terms of knowledge retention and student engagement. OR B) Examine the major e-governance initiatives in Kerala and their role in enhancing public service delivery	AN	4, 4
17	A) Evaluate the advantages of e business systems. OR B) Explain E-tailing and identify the steps involved in E-tailing?	EV	2, 1
18	A) Identify the common challenges in developing and implementing e learning programs. OR B) Assess the advantages of e-procurement in enhancing business efficiency and cost savings	EV	3, 3

Qn No.	Question	CL	CO
19	A) Explain the e-governance and analyse its key benefits for citizens , businesses and government institutions. OR B) Create a new internet marketing strategy using different types of internet marketing	CR	1, 2