



**ST. JOSEPH'S DEGREE COLLEGE**  
**SUNKESULA ROAD**  
**KURNOOL**

**ADD ON COURSE**  
**IN**  
**“E-COMMERCE”**

**ACADEMIC YEAR – 2021-2022**

**Faculty Attended:**

**Mr. I.S.Raghuram**

**Mr. J. Rajaratnam**

## Request Letter

14-06-2019,  
Kurnool.

To  
The Chairman,  
Internal Quality Assurance Cell,  
St.Joseph's Degree College,  
Kurnool.

Respected Madam,

Sub: - Request for permission to conduct Add-On Course for Second Year  
B.Com-A&D - Section Students – Reg.

\*\*\*

All the Second year B.Com- A&D - Section students have to be aware of E-Commerce subject, as it is helpful for the commerce students in near future due to digitalization of transactions.

Keeping this in mind Department of Computer Science is planning to conduct a Add on Course in E-Commerce. This course will be handled by I.S.Raghuram and J. Rajaratnam. As a part of this course the students will be given insight knowledge on Electronic Commerce Transactions concepts.

I request to consider the proposal and permit to conduct the course.

With Regards,

**(S Latha Rani)**  
Head of the Department,  
Department of Computer Science

Copy to Principal.

# **COURSE OUTLINE**

**Instructor:** Mr. I.S.Raghuram & Mr. J.Rajaratnam.

**Class Section:** II BCom- A & D.

**Class Time:** Every Saturday 12.05 PM to 1.45 PM.

**Duration:** 30 hours.

**E-Mail:** sjccomputers@gmail.com.

**Start Day:** June 22<sup>th</sup> 2019.

**End Day:** November 1<sup>st</sup> 2019.

**College web site:** [www.sjcknl.edu.co.in](http://www.sjcknl.edu.co.in) .

**Course Description:**

The growth of the Internet continues to have a tremendous influence on business. Companies and organizations of all types and sizes are rethinking their strategies and how they run their operations. This new course challenges students to explore the realities and implications of internet business (i.e., e-commerce) from a marketer's perspective. Business-to-Consumer (B2C) and Business-to-Business (B2B) e-commerce markets are examined. The course introduces students to a wide range of electronic commerce issues for marketers, as a foundation for continual learning in the dynamic e-commerce environment

**Course Objectives:**

- To gain an understanding of basic concepts, theories, and business models underlying e-commerce
- To apply e-commerce theory and concepts to what e-marketers are doing in "the real world environment"
- To improve familiarity with current challenges and issues in e-commerce

# **SYLLABUS**

## E-Commerce Syllabus

**UNIT-1:** Electronic Commerce: Definition, types, advantages and disadvantages, E-Commerce transaction on World Wide Web.

**UNIT-2:** Electronic Market-Online shopping, three models of Electronic Market- E-Business

**UNIT 3: Electronic Payment Systems:** types of EPS, electronic cash, steps for electronic payment, payment security.

**UNIT 4:** Customer Relationship Management: Definition, Electronic CRM, Need for Electronic CRM, E-CRM applications.

**UNIT 5: Applications:** Student Scholarship, Online Debit Card Transactions: Paytm, Filpkart, Amazon, PayZ, e-Bay.

### **Scheme of Valuation and Pattern of Question Paper**

#### **Conducted Multiple Choice Based Questions**

<b>MULTIPLE CHOICE EXAMINATION</b>		
Time: ½Hrs	Max. Marks: 20	Min. Marks to pass :08

**Question Paper of Add-On Course on E-Commerce – 2019-2020**

**St. Joseph's Degree College**  
Sunkesula Road, Kurnool  
**Add-On Course on E-Commerce – 2019-20**

Roll No:

Name:

Group & Sem :

**Multiple Choice Questions:**

**20 X 1=20 Marks.**

**Choose correct answer among the following:**

1. Which of the following describes e-commerce?  
A. Doing business electronically    B. Doing business    C. Sale of goods    D. All of the above [    ]
2. Which one of the following is not one of the major types of e-commerce?  
A. C2B    B. B2C    C. B2B    D. C2C [    ]
3. Which of the following is part of the four main types for e-commerce?  
A. B2B    B. B2C    C. C2B    D. All of the above [    ]
4. Which of the following is not considered to be one of the three phases of e-commerce?  
A. Innovation    B. Consolidation    C. Preservation    D. Reinvention [    ]
5. Which segment do eBay, Amazon.com belong?  
A. B2Bs    B. B2Cs    C. C2Bs    D. C2Cs [    ]
6. Which type of e-commerce focuses on consumers dealing with each other?  
A. B2B    B. B2C    C. C2B    D. C2C [    ]
7. The primary source of financing during the early years of e-commerce was \_\_\_\_\_.  
A. bank loans    B. large retail firms    C. venture capital funds    D. initial public offerings [    ]
8. Which segment is eBay an example?  
A. B2B    B. C2B    C. C2C    D. None of the above [    ]
9. All of the following are technologies used to gather information about you online except \_\_\_\_\_.  
A. spy ware    B. cookies    C. Gmail    D. anonymizers [    ]
10. In which website Global Easy Buy is facilitated?  
A. Ebay.com    B. Amazon.com    C. Yepme.com    D. None of these [    ]
11. The best products to sell in B2C e-commerce are:  
A. Small products    B. Digital products    C. Specialty products    D. Fresh products [    ]
12. Which products are people most likely to be more uncomfortable buying on the Internet?  
A. Books    B. Furniture    C. Movies    D. All of the above [    ]
13. Which products are people most likely to be comfortable buying on the Internet?  
A. Books    B. PCs    C. CDs    D. All of the above [    ]
14. Which of the following is an example of a portal?  
A. Amazon    B. eBay    C. Yahoo    D. Face book [    ]
15. The solution for all business needs is.  
A. EDI    B. ERP    C. SCM    D. None of the above [    ]
16. All of the following are techniques B2C e-commerce companies use to attract customers, except:  
A. Registering with search engines    B. Viral marketing    C. Online ads    D. Virtual marketing [    ]
17. Compared to Internet users, the number of cell phone subscribers is \_\_\_\_\_.  
A. about the same    B. slightly fewer    C. much fewer    D. much larger [    ]
18. Which of the following is not a horizontal portal?  
A. AOL    B. Yahoo    C. Sailnet    D. MSN/Windows Live [    ]
19. A strategy designed to compete in all markets around the globe is called a \_\_\_\_\_ strategy.  
A. scope    B. differentiation    C. cost    D. focus [    ]
20. Which protocol permits users to transfer files from the server to their client computer, and vice versa?  
A. HTTP    B. SMTP    C. IMAP    D. FTP [    ]