Reg. No. ☐☐☐☐☐☐☐☐

I Semester M.Com. (Regular) Degree Examination, March/April - 2025

COMMERCE

Technology in Business

(CBCS Scheme)

Paper : 1.4

Time : 3 Hours   Maximum Marks : 70

SECTION - A

Answer any Seven questions out of Ten. Each question carries Two marks.(7×2=14)

1. a) Write the difference between E-Commerce and Traditional Commerce.

    b) Mention any two successful E-Commerce business models in India.

    c) How is the term 'Shopping Cart' defined in E-Commerce?

    d) What is the function of a Virtual Community?

    e) What is a VPN.

    f) Mention any two major types of security threats in E-Commerce.

    g) Mention the Significance of Section 43 (A) of the IT Act.

    h) Expand SPDI and SSL.

    i) State any two uses of EDI in business transactions.

    j) Differentiate between ANSI X12 and EDIFACT.

SECTION - B

Answer any Four questions out of Six. Each question carries Five marks. (4×5=20)

2. Briefly describe the various revenue models in E-Commerce.

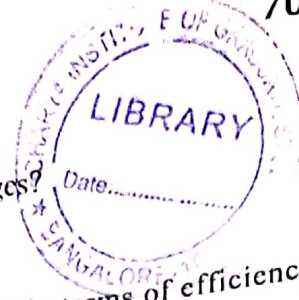3. How does Interactive Advertising benefit E-Commerce?

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4. Briefly discuss the merits and challenges of firewalls.

5. How can Indian companies overcome E-Transition challenges?

6. What are the major implementation difficulties of EDI?

7. Compare traditional paper-based transactions with EDI in terms of efficiency and cost-effectiveness.

SECTION - C

Answer any Two questions out of Four. Each question carries Twelve marks.

(2×12=24)

8. Conduct a SWOT analysis of a E-Commerce company of your choice.

9. Elucidate the working of a Point-of-Sale (POS) system in an E-Commerce setup.

10. Explain different types of cryptography and their applications in E-Commerce.

11. Analyse the evolution of Cyber Laws and their relevance in today's digital economy.

SECTION - D

(1×12=12)

Answer the following question.

12. Case Study : Flipkart - Pioneering E-Commerce Success in India.

Background:

I. The short comings faced by Flipkart are :-

Flipkart, founded in 2007 by Sachin Bansal and Binny Bansal, started as an online bookstore and gradually expanded into a full-fledged e-commerce platform offering products across multiple categories, including electronics, fashion and groceries. With a customer-centric approach and innovative business strategies, Flipkart emerged as one of India's most successful e-commerce companies.

- Low internet penetration and digital payment adoption in early years.

- Building customer trust for online purchases.

- Managing logistics and supply chain operations.

- Competing with global giants like Amazon.

II. **The companies strategies include.**

- Cash on Delivery (COD): Introduced to address the trust issues of Indian consumers who were hesitant to use online payments.

- Big Billion Days: Launched as India's biggest online shopping festival, increasing sales significantly.

- Private Labels : Introduced in-house brands to improve profitability.

- Strategic Acquisitions: Acquired companies like Myntra and Jabong to strengthen its fashion segment.

- Technology-Driven Approach: Leveraged AI, machine learning, and data analytics to enhance customer experience and logistics efficiency.

III. **They could assess the impact via:**

- Market Dominance: Flipkart became India's largest e-commerce player, commanding a significant market share.

- Foreign Investment: In 2018, Walmart acquired a 77% stake in Flipkart for $ 16 billion, marking one of the biggest deals in the global e-commerce sector.

- Job Creation: the Company generated thousands of jobs in India through its supply chain and seller ecosystem.

Questions:

a) What key factors contributed to Flipkart's success in the Indian e-commerce market?

b) How did Flipkart overcome the initial challenges of online retailing in India?

c) In what ways did Flipkart differentiate itself from competitors like Amazon?

d) How has the introduction of Cash on Delivery influenced e-commerce growth in India?

e) What lessons can new e-commerce startups learn from Flipkart's business model?