

Idhaya College for Women Kumbakonam



PG & Research Department of Commerce

II M.Com

E-Commerce – P16MCE4A

Unit – I to V

(Question & Answer)

**Mrs. K. Suganthi,
Assistant Professor of Commerce,
Idhaya College for Women,
Kumbakonam.**



UNIT – I

1. What is E – Commerce ?

E-commerce, is also known as electronic commerce or internet commerce, refers to the buying and selling of goods or services using the internet, and the transfer of money and data to execute these transactions.

2. Define E –commerce.

“E-Commerce is the buying and selling of goods and services, or the transmitting of funds or data, over an electronic network, primarily the network.”

3. What do you mean by e- business ?

E – business or online business means business transactions that take place online with the help of the internet. The term e-business came into existence in the year 1996. So the buyer and the seller don't meet personally.

4. What is e –commerce applications ?

E –Commerce applications means the uses of an electronic medium for commercial transactions, but is commonly used to refer to selling products and services over the internet to consumers or other businesses.

5. What is E- Payment ?

Electronic payment systems companies service through a network for all transactions.

6. Deference between Internet banking and traditional banking:

Differences	Traditional banking	Internet banking
Presence	Serving the customers	Service are provided online
Time	Checking bank balance, transferring money from one account to another.	They can access their account anytime form anywhere as long as they have a computer with internet access.
Accessibility	Visit banks only during the working time.	E- banking is available at any time and it provides 24 hours.
Security	Traditional banking does not encounter e- security threats.	Online is the tempting target for hackers.
Finance control	Customer who often travel abroad cannot control of their finance.	Customer who often travel abroad can have grater control over their finance.
Contact	Customers can have face to face contact.	Customer can have only electronic contact.

7. What are the features of online business ?

- Some of the features of online business are as follows:

- It is easy to set up
- There are no geographical boundaries
- Much cheaper than traditional business
- There are flexible business
- Marketing strategies cost less
- Online business receive subsidies from the government
- There is no personal touch
- Buyer and seller don't meet
- Delivery of product take time
- There is a transaction risk
- Anyone can buy anything from anywhere at any time.

8. What are the types of E- commerce ?

Now there are actually means types of e- business. It all depends on who the final final consumer is some of types of e-consumer are as follows :

- Business to Business (B2B)
- Business to consumer (B2C)
- Consumer to consumer (C2C)
- Consumer to administration (C2A)
- Business to administration (B2A).



9. Explain buying process in traditional commerce

- Customer identifies a specific need
- Searches for products or services that will satisfy the specific need
- Selects a vendor
- Inspects the goods
- Negotiates the price
- Accepts to buy the goods
- Makes payments through cash credit card
- Vendor delivers the product to the customers
- Customers receives the product.

10. Explain function of E- Commerce.

There are various functional areas partly divided in a sense to run the e-commerce business on a smooth flow:

1. The sales function
2. The production function
3. The purchasing function
4. The administration function
5. The consumer service function
6. The finance function
7. The ICT function.



UNIT- II

1. What is world wide web ?

The world wide web (WWW) is combination of all resource and users on the internet that are using the hypertext transfer protocol. "The world wide web is the universe of network accessible information, an embodiment of human knowledge."

2. What is national network?

The national network is a network of approval state highways and interstates for commercial truck drivers in the united states. The surface transportation assistance act 1982 authorized the establishment of national network.

3. What is internet ?

The internet sometimes called simply " the net is a worldwide system of computer networks in which users at any one computer can, if they have permission, get information from any other computer".

4. What is Extranet?

Extranet is private network and it is owned by a single or multiple organization. Since it a private network there fore no one access it without a valid username and password.



5. What is EPS ?

Earnings per share (EPS) is the portion of a company's profit allocated to each outstanding share of common stock.

6. What is a credit card ?

A credit card is a thin rectangular plastic card issued by financial institution , which lets you borrow funds from a pre-approved limit to pay for your purchase.

7. How to apply credit card?

Three step process on how to apply credit card

Step 1. Compare the super side –by- side

Step 2. Meet the specified eligibility terms

Step 3. Get instant e-approval through a pre-approved offer

8. Difference between credit card and debit card and smart card.

Credit Card	Debit Card	Smart Card
A Credit card is basically an electronic card with magnetic data strip or a chip, issued to customers by banks and other credit agencies.	Debit cards are magnetic strip and chip enabled cards, issued to customers by their respective banks.	A smart card contains a special embedded microprocessor, which is a computer processor or a microchip.



credit cards are lines of credit when you use a credit card, the issuer puts money toward the transaction. This is a loan you are expected to pay back in full unless you won't to be charged interest.	Any time you use a debit card to buy something, money is deducted from your account with a debit card you can really only spend the money you have available to you.	Smart cards applications benefit consumers where their life and business habits intersect with payment processing technologies.
credit cards in the U.S are not very secure and of themselves many still deted card technology. However consumers are not held liable for this poor security.	A PIN makes them secure so long as no one steals the card number and PIN as long as you don't lose the card itself. If the card is stolen, debit cards are very insecure .	Smart cards offer more security and confidentiality than any other financial or transaction storage card the market. They are a safe place to store sensitive or personal information .
Credit Card Not required to be connected to a checking account	Checking or saving accounts .	Smart cards links directly to the Internet .
Credit cards are mostly used in online payments, to sell things or the web	Debit cards can be used with a PIN almost everywhere retail stores, gasoline, restaurants and pay phones.	Smart cards widely used in telecommunications industry.

9. What is EPS online payment ?



Online payment is that user do not have to memorize any extra code. EPS online payment

lets you pay for product and services straight from the vendor site web shop.

10.What are the benefits of online shopping?

1. Convenience
2. Better price
3. More variety
4. You can send gifts more easily
5. More control
6. Easy price comparison
7. No crowds
8. No pressure
9. You can buy used or damage items at lower
10. Discreet purchase are easier.

UNIT – III

1. Define EDI ?

EDI Defined as the electronic exchange of structured business information in



standard format from one computer to another.

2. What is e-commerce securities?

E-Commerce security deals with the protection of e-commerce assets such as Computers and networks from unauthorized access, uses, alteration, assets are considers as threats.

3. What is SCM ?

Supply chain management is practical in manufacturing industries. E-SCM involved using internet to carry out value added activities so that the produced by the manufacturer meets customers result.

4. Explain EDI process.

- Transaction of business data
- Transmission and reception of data
- Re-transaction of data.

5. What are advantages of supply chain management?

- It improve efficiency
- It reduces inventory
- It reduce cost
- It helps to take competitive advantages over competitors



- It increase ability to implement just in time delivery.

6. Explain benefits of EDI.

Minimal paper usage :

EDI reduces associated expenses of storage, printing, postage, mailing and recycling.

EDI reduces associated expenses of storage, printing, postage, mailing and recycling.

Enhanced quality of data

EDI minimizes data entry errors, improves accounts payable/receivable times as

processes become streamlined and can be used for forecasting.

Improved time lines

EDI transfer ensure real time possessing and elements time associated with

manually sending receiving entire order.

UNIT – IV

1. What is ethical issues?

Ethical issues means it is important to remember few ethical issues when e-commerce transaction are involved. Ethics mean a set of principles of right contact.

2. What is online shopping?



Online shopping means due to advancement of technology, business came up with a new methods called online shopping.

3. What is e- commerce catalog ?

The e-commerce catalog is an online publication, that is to say a graphic interface-generally an html page in which the products and services offered by a company are showed.

4. Explain – Types of online shopping .

There are five types

1. Delayed product on boarding and go- to –market strategy
2. Manual tagging for large catalog sizes impacts accuracy
3. Inaccuracy tags impact product discovery
4. Inability to create rich metadata for product on a scale
5. Lack of real time visibility into inventory and inability to analyze and react to demand.

5. Explain online shopping process.

- Open www.ebay.co.in
- Register your details by clicking register command located in the upper left section.
- Fill out the form and select password.
- Once registered, you could login to the website in order to purchase



items. But if you intend to window shop, then you need not log in but search through the search tab.

- Now upon logging in, search for the item of your choice.
- Now that you have selected a seller you can buy through a few different ways.

6. What are the drawback of online shopping ?

- Delay in delivery
- Lack of significant discounts
- Lack of touch and feel of merchandise
- Lack of interactivity
- Lack of shopping experience
- Lack of close examination
- Fraud.

7. What is online advertising ?

Online advertising is any type of marketing message that shows up with the help of the internet. That means it could appear in we browser search engine, on social media, on mobile device, and even in email.

8. What are the types of online advertising ?

- Display advertising



- Email advertising
- Native advertising
- Social media advertising

9. Explain advertising channel.

The online marketing advertisement can display their promotional material in software , websites, and videos.

Paid search advertising channel.

Social media advertising channel.

Display advertising channel.

10. Explain web advertisement.

- Banner Advertisement.
- Pop up advertisement.
- Coupons advertisement.
- Reward programs advertisement .

UNIT – V

1. What is flow chart ?

A flow chart is a graphical or symbolic representation of a process. The flow chart symbols are linked together with arrows showing the flow chart

direction.

2. What is multimedia?

The multimedia means the computer information can be represented through audio, video, animation in addition to traditional media.

3. What is digital video?

The digital video is an electronic representation of moving visual image digital data.

4. Give any two digital components ?

Digital video files are made up of two parts, one is most video format are named after their container.

5. Define digital video?

“Unlike traditional analog video, which is captured frame by frame on a digital video recorded digitally, as once and zeros. Since it is stored in a digital format, digital video can be recognize and edited by a computer which is also a digital device.

6. Explain multimedia communication.

- Text



- Image
- Audio
- Video
- Text image and sound.

7. Explain flow chart models.

- Users
 - Classifier
 - Allocate users
- Class A
- Class B
- Class C
- Brand with estimation allocation for each class
 - Schedule user classes.

8. What are the types of value added network?

One-to-One

The one-to-one network is a connection between two businesses exchanging data.

One-to-Many

A single business connected to multiple other businesses, e.g., a



major retailer connected to its different suppliers.

Many-to-Many

Multiple businesses connected to one another. This is the most common type of network used in the financial markets since there are many market participants connected to each other via a single venue.

