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**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?

**[P.T.O.]**



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 FDI?
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

Answer the following question.

(1×12=12)

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?
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