



PRESIDENCY UNIVERSITY

BENGALURU

Roll No.														
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Mid - Term Examinations – October 2025

Date: 29-10-2025

Time: 02.30pm to 04.00pm

School: SOCSE	Program: IST	
Course Code : CSE3126	Course Name: E-COMMERCE	
Semester: VII	Max Marks: 50	Weightage: 25%

CO - Levels	C01	C02	C03	C04	C05
Marks	26	24	-	-	-

Instructions:

- (i) Read all questions carefully and answer accordingly.
- (ii) Do not write anything on the question paper other than roll number.

Part A

Answer ALL the Questions. Each question carries 2marks.

5Q x 2M=10M

1	What is e-commerce? What does B2C stand for?	2 Marks	L1	C01
2	Define Customer and Consumer.	2 Marks	L1	C01
3	List out the advantages of e-commerce.	2 Marks	L1	C01
4	What do you mean digital market place?	2 Marks	L1	C02
5	Define website. Give an example.	2 Marks	L1	C02

Part B

Answer the Questions.

Total Marks 40M

6.	a.	What are the key components of business applications of e-commerce? Illustrate each with a specific example.	10 Marks	L3	C01
Or					
7.	a.	Sketch the evolution of the World Wide Web with enabling web technologies.	10 Marks	L3	C01

8.	a.	Demonstrate how Supply Chain Management is applied in e-commerce.	10 Marks	L3	C01
Or					
9.	a.	Demonstrate how the next generation technologies support e-commerce.	10 Marks	L3	C01

10.	a.	Determine the components of website strategies.	10 Marks	L3	C02
Or					
11.	a.	How to develop the presence of map and milestone in e-commerce? Illustrate it with a diagram.	10 Marks	L3	C02

12.	a.	Apply the push approaches in online marketing strategies with suitable examples.	10 Marks	L3	C02
Or					
13.	a.	Analyze the current methods of customer communication in online marketing strategies.	10 Marks	L3	C02