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PRESIDENCY UNIVERSITY

BENGALURU

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	CO1	CO2	CO3	CO4	CO5
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	CO1
2	Define Customer and Consumer.	2 Marks	L1	CO1
3	List out the advantages of e-commerce.	2 Marks	L1	CO1
4	What do you mean digital market place?	2 Marks	L1	CO2
5	Define website. Give an example.	2 Marks	L1	CO2

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	CO1
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Or

7.	a.	Sketch the evolution of the World Wide Web with enabling web technologies.	10 Marks	L3	CO1
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8.	a.	Demonstrate how Supply Chain Management is applied in e-commerce.	10 Marks	L3	CO1
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Or

9.	a.	Demonstrate how the next generation technologies support e-commerce.	10 Marks	L3	CO1
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10.	a.	Determine the components of website strategies.	10 Marks	L3	CO2
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Or

11.	a.	How to develop the presence of map and milestone in e-commerce? Illustrate it with a diagram.	10 Marks	L3	CO2
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12.	a.	Apply the push approaches in online marketing strategies with suitable examples.	10 Marks	L3	CO2
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Or

13.	a.	Analyze the current methods of customer communication in online marketing strategies.	10 Marks	L3	CO2
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