

D 130968

(Pages : 2)

Name.....

Reg. No.....

THIRD SEMESTER B.VOC. DEGREE EXAMINATION, NOVEMBER 2025

Data Science and Analytics

GEC3DS01—E-COMMERCE

(2021 Admissions)

Time : Two Hours

Maximum : 60 Marks

Section A (Short Answer Type Questions)*Answer **all** questions, each correct answer carries a maximum of 2 marks.**Ceiling 20 marks.*

1. Define Aggregator Model.
2. What do you mean by Manufacturer Model ?
3. Define e-commerce.
4. What is E-Payment ?
5. What is a VIRUS ?
6. What is a Credit card ?
7. Describe a Digital Wallets.
8. Explain B2B.
9. What is e-mail marketing ?
10. What is search engine optimization ?
11. What is facebook commerce ?
12. What do you mean by SPAM ?

Turn over

Section B (Short Essay Type Questions)

*Answer **all** questions, each correct answer carries a maximum of 5 marks.*

Ceiling 30 marks.

13. Explain in detail about different forms of community model.
14. Explain in detail about E-business with example.
15. What are proxy servers ?
16. Explain about Secure Electronic transaction.
17. Which are the types of Advertising models ?
18. Explain about digital wallets.
19. Explain Internet Marketing Technologies.

Section C (Essay Type Questions)

*Answer any **one** question, correct answer carries 10 marks.*

20. Explain about Firewall in detail.
21. Explain about classification of E-commerce.

(1 × 10 = 10 marks)