University of Kerala

Second Semester FYUGP Degree Examination, April 2025
Discipline Specific Core Course
COMMERCE
UK2DSCCOM102 - E-business and Governance
Academic Level: 100-199

Time: 2 Hours(120 Mins)   **Max. Marks: 56**

Part A.6 Marks:Time 5 Minutes.(Cognitive Level :Remember(RE)/Understand(UN)) Objective Type.1 mark each, Answer all questions

Qn No.	Question	CL	CO
1	The term _____ refers to the sharing and communication of information between the government and its employees.	RE	2
2	What is a goal of e-CRM? Options : A)To improve customer satisfaction through technology B)To focus only on marketing C) To handle business finances D)d. To create new customer service policies	RE	2
3	Which of the following is not an advantage of e-SCM Options : A)Higher efficiency rate B)Improves the product quality C)Attracting and retaining employees D)Costly	UN	3
4	Which type of social media platforms is primarily used for professional networking? Options : A)LinkedIn B)Facebook C)Twitter D)Instagram	UN	3
5	Which of the following is a benefit of e-Governance Options : A)Increased transparency B)Improved efficiency C)Reduced cost D)All of the above	UN	4
6	Find the best description of e-business. Options : A)Selling products online B)Conducting business processes electronically C)Online marketing D)None of the above	UN	1

Part B.10 Marks.Time:20 Minutes (Cognitive Level:Understand(UN)/Apply(AP))Two-three sentences.2 marks each.Answer all questions

Qn No.	Question	CL	CO
7	Explain the advantages of using e-payment systems over traditional payment methods.	UN	2
8	Summarise E-Governance	UN	4
9	Identify any two benefits of e- shopping as compared to traditional way of shopping.	AP	3
10	Identify how can you use email marketing to boost customer engagement for a business?	AP	1
11	Identify some common benefits that Companies can expect achieve by implementing e ERP Systems?	AP	2

Part C.16 Marks.Time:35 Minutes.(Cognitive Level :Apply(AP)/Analyse(AN))Short Answer.4 marks each, Answer all 4 questions,choosing among options * within each question

Qn No.	Question	CL	CO
12	A) Identify different types of e-governance model OR B) Identify the latest technologies used in e-business?	AP	4, 2
13	A) A Customer want to buy a product in Amazon, He /She used to make a payment online. Identify the different types of E-payment system. OR B) Select an e-governance initiative in Kerala and explain how it helps people.	AP	3, 4
14	A) Analyze any 5 types of E-Business. OR B) Analyze the different E-Governance Models	AN	1, 4
15	A)	AN	4, 3

Qn No.	Question	CL	CO
	Analyse how mobile payment system like Apple Pay, Google Pay impact consumer behavior. OR B) Classify the practice to be followed in raising personal finance		

Part D.24 Marks.Time: 60 Minutes.(Cognitive Level :Analyse(AN)/Evaluate(EV)/Create(CR)) Long Answer 6 Marks each.Answer all 4 questions choosing among options * within each question

Qn No.	Question	CL	CO
16	A) Compare the differences of e auction and e tailing. OR B) Define e-selling? Compare it from traditional selling	AN	1, 2
17	A) Discuss the benefits and drawbacks of using e-payment systems for businesses and consumers. OR B) Assess the advantages and disadvantages of B2B (Business to business) and B2C (Business to Consumer) E-business models.	EV	2, 3
18	A) Critically evaluate the effectiveness of the e-banking system in our country. OR B) Explain the advantages and disadvantages of e governance.	EV	3, 4
19	A) Discuss the impact of E-banking on traditional banking operations and customer satisfaction.	CR	1, 4

Qn No.	Question	CL	CO
	OR B) Prepare a structure for E-Business model.		