

Reg. No.:



Name:

University of Kerala

U8847

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	Internet banking or e-banking is also called _____.	RE	3
2	Which auction is also known as ascending price auction? Options : A) English auction B) Dutch auction C) Japanese auction D) Bidding fee auction	RE	1
3	Which of the following is the first step in the payment process using a credit card Options : A)Make payments B)Issue of credit card C)Authorization D)Make the settlement	UN	3
4	Which of the following is an online learning website? Options : A)e- PG Pathshala B)E-Krishi C)FISHNET D)SPARK	UN	2
5	Which of the following is not e-governance initiative by Kerala Government? Options : A) INSIGHT B) SPARK C) FRIENDS D) e-Mandi	UN	2
6	Choose a free subscription website that aggregate contents from multiple sources Options : A)Storefront model B)Portal model C)Auction model D)Bartering model	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	Outline any four e-Banking services available now	UN	3
8	Show the importance of ECommerce.	UN	1
9	Construct the challenges of ensuring the accessibility of e-governance services for citizens	AP	4
10	Construct the key features of an e-shopping platform that would improve the customer experience.	AP	3
11	Identify how social media platforms contribute to the success of internet marketing in the current scenario.	AP	1

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 any four types of e-business models OR B) Identify how e - governance can improve service delivery in developing countries.	AP	3, 4
13	A) Identify the essentials of e-business OR B) Select and expalin a specific e-governance program to improve healthcare in urban areas.	AP	2, 4
14	A) Compare e-commerce and e-marketing OR B) Compare and contrast different e - governance models.	AN	3, 4
15	A)	AN	2, 3

Qn No.	Question	CL	CO
	Examine the requirement for effective E-Payment system OR B) Examine the types of e- auction		

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) Analyse the effectiveness of social media marketing in building brand awareness and customer engagement. OR B) Examine how e sourcing helps the business in reducing cost and improving efficiency.	AN	4, 4
17	A) Justify the significance of e-selling for businesses. OR B) Evaluate the key technological differences between E-business and E-commerce.	EV	2, 3
18	A) "Digitalisation cause digital divide". Interpret. OR B) Discuss the potential benefits and drawbacks of using technology to deliver public services.	EV	3, 4
19	A) Prepare a structure for e filing. OR B) Explain various E-governance initiatives of Kerala that are beneficial to the public.	CR	4, 1