

**Second Semester FYUGP Degree (Reg/Sup/Imp) Examination
April 2026**

KU2MDCBBA100 - E-COMMERCE

2024 Admission onwards

Time : 1.5 hours

Maximum Marks : 50

Section A

Answer any 6 questions. Each carry 2 marks.

1. Discuss the challenges of implementing machine learning in e-commerce platforms.
2. Explain Chatbots and Visual Assistants in E Commerce.
3. Explain the concept of conversion rate optimization (CRO) in e-commerce
4. What are the benefits of using social media marketing for e-commerce businesses?
5. Describe the role of digital payments in e-commerce.
6. Write a note on the importance of cyber security in e-commerce?
7. What is meant by Return on Ad Spend (ROAS)
8. Explain Reverse Logistics.

Section B

Answer any 4 questions. Each carry 6 marks.

9. Explain the different e-commerce business models with suitable examples.
10. Explain the role of social media in e-commerce marketing.
11. Discuss the importance of supply chain management in e-commerce.
12. What do you mean by E Commerce Logistics? Explain the key Components of E Commerce Logistics.
13. Explain the different components of Supply chain management in E Commerce.
14. Explain the key challenges in Logistics and Supply chain Management in E Commerce.

Section C

Answer any 1 questions. Each carry 14 marks.

15. What are the benefits of using smart contracts in e-commerce?

16. Explain the different Sales strategies which can be adopted in E Commerce business for driving growth and Revenue.

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