

Indian Maritime University
(A Central University, Govt of India)
End Semester Examinations – June 2025
Programme Name: BBA (LRE)
Semester: VI
Subject Code: UG31T3602
Subject Name: E-COMMERCE TECHNOLOGIES

Date: 02.06.2025

Max Marks: 70

Duration: 03 Hrs

Pass Marks: 35

General Instructions

- (i) All Sections (A, B & C) are to be attempted.
- (ii) Options, if any, are specified in the respective section.

Section A

Ten MCQs/Fill in the Blanks of 01 Mark each – Choose the correct answer as applicable.

1. What is a key benefit of AI-driven recommendations in eCommerce?
A) Higher return rates
B) Decreased customer satisfaction
C) Improved shopping experience and conversion rates
D) Increased operational cost
2. What is the primary advantage of blockchain in eCommerce transactions?
A) Centralized control of records
B) Enhanced security and transparency
C) Increased risk of fraud
D) Slower transaction processing
3. What is the primary goal of navigability in an e-store?
A) To increase page load time
B) To make it difficult for users to find products
C) To help users move through the store efficiently
D) To limit user interaction
4. Why is mobile responsiveness important for an e-store?
A) It ensures better compatibility across different screen sizes
B) It makes the website harder to navigate
C) It increases loading time and reduces user engagement
D) It is only relevant for desktop users

5. What is a key solution to security issues in M-Commerce?
A) Using unprotected Wi-Fi networks
B) Implementing encryption and secure payment methods
C) Sharing passwords with others
D) Avoiding online transactions
6. Which of the following is NOT a barrier to M-Commerce?
A) Security risks
B) Fast internet speed
C) Small screen size
D) Slow connections
7. What is the role of Network Operators in M-Commerce?
A) Provide financial transaction security
B) Offer the transport facility for data transmission
C) Develop mobile applications for businesses
D) Aggregate mobile content from different sources
8. Which technology is NOT typically used by Network Operators for data transmission in M-Commerce?
A) GSM
B) GPRS
C) 3G
D) HTTP
9. What is influencer marketing?
A) Using celebrities in TV ads
B) Brands using social media personalities for product promotions
C) Marketing through emails
D) None of the above
10. Which strategy involves using influencers for brand promotion?
A) Passive approach
B) Direct sales
C) Active approach
D) Traditional marketing

Section B

Five Questions of 02 Marks each

11. What do you mean by Big Data?
12. What is the significance of a search bar in an e-store?
13. Mention two ways to improve M-Commerce security.
14. List any two players in the M-Commerce value chain
15. What is the role of analytics in social media marketing?

Section C

Seven Questions of 10 Marks each of which any 05 questions to be answered.

16. What is Augmented Reality? How does it work? Give some applications of Augmented Reality.
17. Who are the key players in the e-commerce voice search market? Discuss any three.
18. Discuss the role of interactivity in e-store design. How does interactivity influence user engagement and sales?
19. Explain the significant security concerns in M-Commerce and suggest possible solutions.
20. Explain WAP architecture and its role in mobile communications
21. Explain the security measures in M-Commerce and why they are essential.
22. Explain the five core pillars of social media marketing.