

Roll No.

CD-2052

B. Com. (Part III) EXAMINATION, 2020

(Old Course)

(Optional Group—C)

(Commercial Area)

Paper Second

ESSENTIALS OF e-COMMERCE

Time : Three Hours

Maximum Marks : 75

Minimum Pass Marks : 25

Note : Attempt any *two* parts from each question. All questions carry equal marks.

Unit—I

1. (a) Explain the benefits of e-Commerce to organisation, consumers and society.
- (b) What are the limitations of e-Commerce ?
- (c) Write short notes on the following :
 - (i) Electronic Payment System
 - (ii) Smart Cards

Unit—II

2. (a) What do you mean by Online Banking ? Explain its benefits.

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- (b) Discuss the products in b2c model.
- (c) Write short notes on the following :
 - (i) Real estate market
 - (ii) Online stock trading

Unit—III

3. (a) Describe the application of b2b.
- (b) Explain the characteristics of Buyer-oriented market place.
- (c) What are the benefits of b2b on procurement re-engineering ?

Unit—IV

4. (a) Explain the e-Governance application of the Internet.
- (b) Describe the concept of Government to Business and Business to Government.
- (c) Write short notes on the following :
 - (i) e-Government
 - (ii) EDI in Governance

Unit—V

5. (a) Explain about the Management of Information Service Model.
- (b) Describe the emerging Hybrid Models in India.
- (c) Write short notes on the following :
 - (i) Retail Model
 - (ii) Media Model

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