

Roll No.

E-3062

B. Com. (Part III) EXAMINATION, 2021

(Optional Group—C)

(Commercial Area)

Paper Second

ESSENTIALS OF e-COMMERCE

Time : Three Hours]

[Maximum Marks : 75

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

Unit—I

1. (a) What do you understand by e-Commerce ? Write benefits of e-Commerce to organization.
- (b) Describe electronic payment system.
- (c) What are smart cards ? Discuss different types of it.

Unit—II

2. (a) Describe global market and its present scenario.
- (b) Discuss online banking and its benefits.
- (c) Explain the success factors of e-brokers.

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Unit—III

3. (a) What is B2B ? Discuss architectural models of B2B.
- (b) Explain the characteristics of the supplier-oriented marketplace.
- (c) Discuss internet based EDI from traditional EDI.

Unit—IV

4. (a) Explain the concept of government to business.
- (b) Discuss e-governance models.
- (c) What is e-government ? Discuss citizen to government.

Unit—V

5. (a) Discuss retail model for emerging business.
- (b) Explain information service model in detail.
- (c) Write a note on advisory model.