

### III/BCO (xiv) (d)

2010

## COMMERCE

( Honours )

Paper : BC-3.54

### ( Essentials of E-commerce )

*Full Marks : 70*

*Pass Marks : 21*

*Time : 3 hours*

*The figures in the margin indicate full marks  
for the questions*

Answer any **five** questions

1. Elaborate the benefits of electronic commerce to organisation and consumer. Mention the limitations of electronic commerce. 10+4=14
2. (a) Explain any four types of electronic payment system used in Indian business environment. 8  
(b) What are the major advantages and disadvantages of using electronic job market to the employee as well as employer? 6

3. (a) Discuss the implementation of B2B auction and its types. Mention the benefits and limitations of E-auction. 7
- (b) How does electronic commerce influence the travel industry? 7
4. Discuss the concept of EDI. How is an Internet EDI performance efficient comparing to traditional EDI? Explain the applications. 5+5+4=14
5. Describe the roles and impacts of supplier-oriented and buyer-oriented marketplace in B2B environment by giving an appropriate example each. 7+7=14
6. (a) Explain the concepts and benefits of E-governance to citizen and E-governance to business in detail. 8
- (b) What are the benefits of using Internet banking in today's life? 6
7. What are various models of E-governance? Explain any two models in brief. 2+12=14
8. What are the contemporary electronic business models prevailing in India? Elaborate their benefits and salient features. 14

( 3 )

9. Write short notes on any *four* of the following : 3½×4=14

- (a) Online stock trading and its benefits
- (b) Secure electronic transaction (SET)
- (c) Secure hypertext transfer protocol (SHTTP)
- (d) Just-in-time delivery
- (e) Marketing issues in B2B
- (f) Advisory business model

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