

VI/COM (xx) (E)

2015

(6th Semester)

COMMERCE

Paper : BC-620 E

(**Essentials of E-commerce**)

Full Marks : 55

Time : 2½ hours

(**PART : B—DESCRIPTIVE**)

(*Marks : 35*)

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

Answer **one** question from each Unit

UNIT—I

1. Define e-commerce. Explain how electronic commerce has an impact on business. 3+4=7
2. What do you mean by C2C? How is electronic commerce practice different from traditional business practice? 2+5=7

G15—300/334a

(Turn Over)

UNIT—II

3. Write a note on secure electronic transaction (SET). 7
4. Discuss the basic requirements of an electronic payment system. What are the various security issues in the context of electronic payment system? 3+4=7

UNIT—III

5. What are the driving forces of electronic job market? Explain the major advantages of electronic job market to the candidates and employers. 2+5=7
6. Elaborate the services provided in online travel and tourism services. Write the benefits and limitations of online travel services. 4+3=7

UNIT—IV

7. Explain the different characteristics of B2B electronic commerce. What are the different types of B2B transaction? 4+3=7
8. Elaborate the different models of B2B electronic commerce. 7

(3)

UNIT—V

9. Define e-governance. What are the different categories of e-governance service? 2+5=7
10. Explain the different models of e-governance. 7

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(PART : A—OBJECTIVE)

(Marks : 20)

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SECTION—A

(Marks : 5)

1. Fill in the blanks : 1×3=3

(a) In online travel industry,
emulate the work and behaviour of human agents
in executing organizational processes.

(b) Potential homebuyers can view many properties
online, at any time and from everywhere in

..... market.

(c) is a secure message-oriented communications protocol, designed for use in conjunction with HTTP.

2. Indicate whether the following statements are True (T) or False (F) by putting a Tick (✓) mark :

1×2=2

(a) Business-to-Business electronic commerce facilitates inter-organizational, interaction and transaction.

(T / F)

(b) Individuals often combine electronic banking with personal finance and portfolio management. This is known as personal finance online.

(T / F)

(3)

SECTION—B

(Marks : 15)

3. Write short notes on the following : 3×5=15

(a) Benefits of e-commerce to organizations

(b) Secure hypertext transfer protocol (SHTTP)

(5)

(c) Consumers' shopping procedure on the Internet

(6)

(d) Just-in-time delivery

(7)

(e) Smart card

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