

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

2011

#### 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. (a) What is E-commerce? Examine the advantages and disadvantages for modern business organisation.  
(b) Differentiate between E-commerce and Traditional commerce. 8+6=14
2. Explain the concept of E-payment system. Elaborate the four major E-payment systems used popularly in India. 4+10=14

3. (a) What do you understand by business models of E-commerce?  
(b) Describe B2B and B2C business models of E-commerce.  $4+10=14$
4. Explain the impact of B2C E-commerce business model on financial services and stock market trading processes. 14
5. What do you understand by E-governance? Explain G2C and G2B models of E-governance.  $4+10=14$
6. What is an EDI? How does EDI prove beneficial for E-commerce? Explain various types of EDI in brief.  $3+7+4=14$
7. Elaborate various architectural models of B2B E-commerce. 14
8. Examine the impact of E-payment systems on modern business environment. Examine the advantages and disadvantages.  $7+7=14$
9. Write short notes on any *four* of the following :  $3\frac{1}{2}\times 4=14$
- (a) Disintermediation and Re-intermediation
  - (b) Credit card transactions
  - (c) E-marketing
  - (d) Secured hypertext transfer protocol
  - (e) Internet-based EDI
  - (f) Media model

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