

ED–2052

B. Com. (Part III) EXAMINATION, 2021

(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* part from each question. All questions carry equal marks.

Unit—I

1. (a) Explain the benefits of e-Commerce.
- (b) Explain the management issues relating to e-Commerce.
- (c) What do you mean by secure electronic transaction ? Explain in details.

Unit—II

2. (a) Explain the consumer's shopping procedure on the internet in brief.
- (b) Write benefits and impact of e-Commerce on travel industry.
- (c) Write brief notes on Real State Market.

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Unit—III

3. (a) What is B2B Model ? Write the application of B2B.
- (b) Explain the benefits of B2B on procurement re-engineering.
- (c) Explain the marketing issues in B2B model.

Unit—IV

4. (a) Explain the application in governance.
- (b) Explain the concept of government to business and business to government.
- (c) Explain the e-governance models.

Unit—V

5. (a) What is media model ? Explain in brief.
- (b) Explain the different emerging model in India.
- (c) Explain the security and legal aspects of e-Commerce.