

PART : B – DESCRIPTIVE

(Marks : 25)

1. a) What is E-Commerce? What are the main objectives of E-Commerce? (5)
Or
b) Discuss the benefits and limitations of E-Commerce? (5)
2. a) List and explain the main functions of E-Commerce? (5)
Or
b) What are the different E-Commerce business models? (5)
3. a) What is E-payment system? What are different types of electronic payment schemes? (5)
Or
b) What is meant by E-banking? What are its advantages and disadvantages? (5)
4. a) What are Debit and Credit Cards? State the differences between debit and credit card? (5)
Or
b) What is Smart Card? What are the advantages and disadvantages of a Smart Card? (5)
5. a) What is E-Retailing? Explain the steps involved in e-tailing in detail? (5)
Or
b) List the benefits of online travel services to travelers and to service providers? (5)

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2024

(FYUGP)

(3rd Semester)

COMMERCE

Paper Code : SEC-2

(E-Commerce)Full Marks : 37.5Pass Marks : 40%

Time: 2 Hours

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

PART: A – OBJECTIVE

(Marks: 12½)

- I. Choose the correct answer: (½x15=7½)
1. The concept of E-Commerce includes:

a) E-Banking	b) E-Marketing
c) E-Trading	d) All of the above
2. What type of e-commerce occurs when a business sells its product or services to other business over internet?

a) B2B	b) B2C
c) C2B	d) None of the above

(2)

3. When two companies are linked together by computers and they send business transactions through the computers, they are probably using
 - a) EDI
 - b) B2C
 - c) Smart Cards
 - d) Digital Wallets
4. E-Commerce helps organizations to do business:
 - a) On holidays
 - b) 24 hours a day
 - c) On Weekends
 - d) None of these
5. Which of the following is a benefit of E-Commerce?
 - a) Lack of human contact
 - b) Security Issues
 - c) Global Marketplace
 - d) International Legislation
6. The methods of payment for online consumers are:
 - a) Electronic cash
 - b) Credit/Debit Cards
 - c) Electronic cheques
 - d) All of the above
7. Security component of e-payment is
 - a) Authenticity
 - b) Confidentiality
 - c) Integrity
 - d) All of these
8. Digital signature is used to
 - a) Ensure message content integrity
 - b) Verify the authenticity of the message sender
 - c) Both (a) and (b)
 - d) None of the above
9. Smart Cards use
 - a) Magnetic Stripe Technology
 - b) Integrated circuit
 - c) Both of these
 - d) None of these
10. E-Payment is also called
 - a) Electronic Payment
 - b) Internet Payment
 - c) Web Payment
 - d) None of these

(Continued)

(3)

11. EFT stands for:
- a) Emerging Financial Transfer
 - b) Electronic Fund Transfer
 - c) Electronic Financial Transfer
 - d) Emerging Fund Transfer
12. E-Banking offers benefits to
- a) Customer
 - b) Banks
 - c) Government
 - d) All of these
13. Online Trading is a service offered on the internet for purchase and sale of
- a) Goods
 - b) Services
 - c) Securities
 - d) None of these
14. Which of the following is a method of E-marketing?
- a) Blogging
 - b) Social Media
 - c) E-mail
 - d) All of the above
15. Which of the following is known as Plastic money?
- a) Demand Draft
 - b) Credit Card
 - c) E-Cheque
 - d) None of the above
- II. Answer **any five** from the following: (1x5=5)
- 1. What is E-business?
 - 2. What do you mean by business model?
 - 3. What are the major forces behind E-Commerce?
 - 4. What are the components of electronic payment system?
 - 5. What is digital signature?
 - 6. What are offline and online payment system?
 - 7. What is online banking?
 - 8. What is the role of marketing in Commerce?
 - 9. What is the major impact of E-commerce on travel industry?
 - 10. What is online publishing?

(Turn Over)