

5 SEM TDC EE-COM 3 (Sp)

2 0 1 3

(November)

COMMERCE

(Speciality)

Course : 503

(**Essentials of e-commerce**)

Full Marks : 80

Pass Marks : 32

Time : 3 hours

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

1. Write the full form of the following : 1×5=5

(a) B-2-G

(b) C-2-C

(c) SHTP

(d) SET

(e) EDI

2. State the meaning of the following in one sentence each : 1×3=3

(a) Shopping cart

(b) COD

(c) Wish list

3. Write short notes on the following : 4×4=16

(a) e-tourism

(b) e-auction

(c) Buyer-oriented marketplace

(d) G-2-B

4. (a) Compare and contrast traditional commerce to electronic commerce. 14

Or

(b) Trace out the benefits of e-commerce in the present-day world.

5. (a) Discuss the methodology of electronic payment system with examples. 14

Or

(b) Discuss the process of encrypting secure electronic transaction.

6. (a) Discuss the buying behaviour of consumers and customers while shopping through Internet. 14

Or

- (b) Discuss various success factors of e-banking in India.

7. (a) Detail out the key technologies required for B-2-B transactions. What are the characteristics of the supplier-oriented marketplace? Discuss. 7+7=14

Or

- (b) Discuss the meaning of 'just-in-time delivery' in B-2-B. Trace out the importance and advantages of Internet-based EDI from traditional EDI. 4+10=14
