

2021

E-COMMERCE — GENERAL

Second Paper

(C-22-G)

Full Marks : 50

The figures in the margin indicate full marks.

*Candidates are required to give their answers in their own words
as far as practicable.*

Group - A

1. (a) What is Mobile Commerce? 2
Or,
What are the relations of internet to e-business? 2
(b) What do you mean by B2G model? 2
Or,
What is C2B model? 2
(c) Mention any two phases of E-CRM. 2
Or,
What do you mean by digital cash? 2
(d) What are the levels of ERP? 2
(e) Mention different types of supply chain. 2

Group - B

2. What are the advantages of e-commerce as compared with traditional system of commerce? 4
3. Discuss the major activities of Business to Business (B2B) model. 4
Or,
Write short notes on vertical and horizontal e-market place. 4
4. Discuss functional component of E-CRM. 4
Or,
Write notes on Smart Card and Debit Card. 4
5. Explain major characteristics of ERP. 4

Please Turn Over

Group - C

6. Mention the benefits and limitations of ERP. 6
- Or,*
- Write short notes on B2B and C2B model of business. 6
7. (a) What are the goals of E-CRM?
(b) Explain the strategies of E-CRM solution. 3+3
8. Give an overview of Online Banking System. 6
9. Explain E-supply Chain Fusions. 6
- Or,*
- Discuss the major challenges of B2C model of business. 6
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