

Khudiram Bose Central College
Final Examination - 2020
Semester - II (Honours.& General)
E-commerce and Business Communication

Full Marks – 25

PART - A

[Answer any Five] 5 x 1 = 5

1. Which of the following is the largest community in classification of e-commerce?
(a) B 2 B, (b) B 2 C (c) B 2 G (d) G 2 G
2. How many types of e-governance are there?
(a) 5 types, (b) 7 types (c) 4 types (d) 6 types
3. Which is the first phase in ERP implementation?
(a) Understanding the problem
(b) Defining solutions
(c) Getting down to work
(d) Going live
4. Name the online payment site that owns the sponsorship rights of Board of Control for Cricket in India for Rs. 203 Crore?
(a) Free-charge
(b) PayTm
(c) PayU
(d) PayPal
5. Which of the following is part of the four main types for e-commerce?
(a) B2B
(b) B2C
(c) C2B
(d) All of the above.
6. Which segment is eBay an example?
(a) B2B
(b) C2B
(c) C2C
(d) None of the above.

PART – B

[Answer any two: 2 1/2 x 4 = 10]

7. Short Notes:

- a. C2C,
- b. Benefits of E –CRM
- c. Features of SCM [Supply Chain Management]
- d. Advantages of Digital Payments
- e. Modules of ERP

8. Business Communication [10 Marks]

Draft a notice of annual general meeting with agenda. [10 Marks]

Or

Draft a notice of the 5th board meeting of the company with agenda. [10 Marks]