

Exam. Code : 108505

Subject Code : 2142

**B.Com. 5th Semester**  
**BCG-532 E-COMMERCE**

**Paper : Group-III**

Time Allowed—3 Hours] [Maximum Marks—50

**SECTION—A**

**Note :—** Attempt any ten questions. Each question carries 1 mark.

1. Write short notes on the following :
  - (a) Search Engine
  - (b) Firewall
  - (c) Internet Advertising weaknesses
  - (d) E-Cash
  - (e) E-Business
  - (f) Prepaid payment system
  - (g) Business to Government model of e-commerce
  - (h) Types of Biometrics
  - (i) Credit Card
  - (j) Role of EDI in e-commerce

(k) Digital Signatures

(l) Features of Electronic Payment System.

### SECTION—B

**Note** :— Attempt any **two** questions out of **four**. Each question carries **10** marks.

2. How is E-Business different business models of E-Commerce ? Discuss how E-commerce is helpful to business success.
3. Explain the different business models of E-Commerce with suitable examples.
4. Describe the factors influencing the success of E-Commerce.
5. What are the challenges and limitations of E-Commerce?

### SECTION—B

**Note** :— Attempt any **two** questions out of **four**. Each question carries **10** marks.

6. Discuss the steps involved in designing a website for E-Commerce.
7. What is Internet Advertising ? Explain its models.
8. What are the major steps involved in an online credit card transaction ?
9. Write a note on Regulatory Framework of E-Commerce.