

Exam. Code : 108505

Subject Code : 2780

B.Com. Semester—V

BCG-532 : E-COMMERCE

Time Allowed—3 Hours]

[Maximum Marks—50

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

SECTION—A

1. Explain the following :

- (a) Traditional Commerce
- (b) E-business
- (c) SEM
- (d) Customers
- (e) Cheque
- (f) Ubiquity
- (g) EDI
- (h) Online payment
- (i) Security Keys
- (j) Biometrics
- (k) E-cash
- (l) Smart Cards.

1×10=10

SECTION—B

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

2. Discuss the history of e-commerce in detail.
3. Explain challenges and limitations of E-commerce.
4. Explain in detail different business modes of e-commerce.
5. Explain the factors influencing success of e-commerce.

2×10=20

SECTION—C

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

6. Explain the process in designing website for e-commerce.
7. Explain in detail the electronic payment system along with its types.
8. Describe in detail models of internet advertising.
9. Discuss regulatory framework of e-commerce.

2×10=20