

Exam. Code : 108505

Subject Code : 2847

B.Com. Semester—V

BCG-532 : E-COMMERCE

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) E-Commerce
- (b) Electronic Data Interchange
- (c) Mobile Commerce
- (d) Smart Card
- (e) Biometrics
- (f) Post-paid payment system
- (g) Internet Advertising
- (h) Business to Employee model of e-commerce
- (i) Electronic Purse
- (j) Hacking
- (k) Web Portal
- (l) Factors influencing success of E-Commerce

SECTION—B

Note :- Attempt any **TWO** questions out of **FOUR**. Each question carries **10** marks.

2. How E-Commerce is different from Traditional Commerce ?
3. Explain Infrastructure for E-Commerce in detail.
4. Describe Business models of E-Commerce in detail.
5. Write a note on E-Commerce strategy.

SECTION—C

Note :- Attempt any **TWO** questions out of **FOUR**. Each question carries **10** marks.

6. Explain the online payment systems that are widely used in E-Commerce.
7. Discuss the models Internet Advertising.
8. Explain the various stages involved in designing a website for E-Commerce.
9. What are the Security issues to be taken into account in E-Commerce ?