

Exam. Code : 108505

Subject Code : 2140

**B.Com. 5<sup>th</sup> Semester**

**E-COMMERCE**

**Paper-Group-III BCG-532**

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-Cash
- (b) Internet Advertising
- (c) Search Engine
- (d) Challenges of E-Commerce
- (e) E-Business
- (f) Business to Government model of e-commerce
- (g) EDI
- (h) Firewall/Digital Signatures
- (i) Biometrics
- (j) Electronic Payment System
- (k) Prepaid Payment System
- (l) Credit Card.

## 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 the salient features and limitations of E-commerce.
4. Describe Business models of E-commerce in detail.
5. Describe the factors influencing success of E-commerce.

## SECTION-C

**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. Describe the major steps involved in an online credit card transaction.
9. What are the Security issues to be taken into account in E-commerce ?