

Exam. Code : 108505
Subject Code : 2105

B.Com. 5th Semester

E-COMMERCE

Group-III

Paper : BCG-532

Time Allowed—3 Hours] [Maximum Marks—50

Note :— Candidates are required to attempt **five** questions, selecting at least **one** question from each Section. The **fifth** question may be attempted from any Section. All questions carry equal marks.

SECTION—A

1. Explain the meaning and concept of E-Commerce.
2. What are the impacts, challenges and limitations of E-Commerce ?

SECTION—B

3. Explain Business-to-Business and Business-to-Customer model of E-Commerce.
4. What are the different influencing factors of successful E-Commerce ?

SECTION—C

5. Explain the components and concept of website in detail.
6. What are the different models of Internet Advertising ?

SECTION—D

7. Write a detailed note on Electronic Payment System.
8. What are the security issues in E-Commerce ?