

Exam. Code : 108505

Subject Code : 2027

B.Com. 5th Semester

E-COMMERCE

Paper : Group-III BCG—532

Time Allowed—3 Hours] [Maximum Marks—50

Note :— Attempt **FIVE** questions in all, 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. Write a detailed note on E-Commerce.
2. Explain the importance, features and benefits of E-Commerce.

SECTION-B

3. Explain any two models of E-Commerce.
4. Explain E-Commerce Strategy.

SECTION-C

5. How would you design a website for E-Commerce ? Explain.
6. Define Internet Advertising. Explain its weaknesses.

SECTION-D

7. Explain different Online Payment Systems in detail.
8. What do you mean by Biometrics ? Explain its types.