

2021

E-COMMERCE — GENERAL

Second Paper

(C-22-G)

Full Marks : 50

The figures in the margin indicate full marks.

*Candidates are required to give their answers in their own words
as far as practicable.*

Group - A

- | | |
|---|---|
| 1. (a) What is Mobile Commerce? | 2 |
| Or, | |
| What are the relations of internet to e-business? | 2 |
| (b) What do you mean by B2G model? | 2 |
| Or, | |
| What is C2B model? | 2 |
| (c) Mention any two phases of E-CRM. | 2 |
| Or, | |
| What do you mean by digital cash? | 2 |
| (d) What are the levels of ERP? | 2 |
| (e) Mention different types of supply chain. | 2 |

Group - B

- | | |
|---|---|
| 2. What are the advantages of e-commerce as compared with traditional system of commerce? | 4 |
| 3. Discuss the major activities of Business to Business (B2B) model. | 4 |
| Or, | |
| Write short notes on vertical and horizontal e-market place. | 4 |
| 4. Discuss functional component of E-CRM. | 4 |
| Or, | |
| Write notes on Smart Card and Debit Card. | 4 |
| 5. Explain major characteristics of ERP. | 4 |

Please Turn Over

Group - C

6. Mention the benefits and limitations of ERP. 6

Or,

Write short notes on B2B and C2B model of business. 6

7. (a) What are the goals of E-CRM?
(b) Explain the strategies of E-CRM solution. 3+3

8. Give an overview of Online Banking System. 6

9. Explain E-supply Chain Fusions. 6

Or,

Discuss the major challenges of B2C model of business. 6
