(R(II)-E-Commerce-G-2(C-22-G)/General)

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

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(2)

Group - C

| 6 |
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| 6 |
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| 3+3 |
| 6 |
| 6 |
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| 6 |
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