

Roll No.

D-3052

B. Com. (Part III) EXAMINATION, 2020

(Optional Group—C)

(Commercial Area)

Paper Second

ESSENTIALS OF E-COMMERCE

Time : Three Hours]

[Maximum Marks : 75

Note : Attempt any *two* parts from each question. All questions carry equal marks.

Unit—I

1. (a) What is e-Payment ? Why is orientation and standardization required for e-Payment business ?
- (b) Describe the cyber cash model and its security system.
- (c) Briefly explain the various electronic payment systems with example.

Unit—II

2. (a) Discuss the different online marketing strategies in e-Commerce.
- (b) Briefly discuss online financial services and their future-in e-Commerce.
- (c) Draw and explain the passenger air transport model of e-Commerce.

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Unit—III

3. (a) What are the key technologies for B2B e-Commerce ? Explain architectural models of B2B e-Commerce.
- (b) What is EDI ? Explain its architecture and functions.
- (c) Describe the current e-Commerce scenario in India marketplace and explain the future prospects of e-Commerce.

Unit—IV

4. (a) Discuss e-Governance. Explain the business to administration model.
- (b) Briefly explain EDI role in governance by illustrating real time example.
- (c) What is Pillars in e-Governance ? Discuss its types of interaction in e-Governance. Also discuss initiatives taken for e-Governance in India.

Unit—V

5. (a) Why does a business need multiple objectives ? Explain the need of business model in e-Commerce.
- (b) Write any *four* Business Model Innovation (BMI) measurement tools and explain.
- (c) Discuss the role of media in emerging business.