

Roll No. ....

# ED–2052

## B. Com. (Part III) EXAMINATION, 2021

(Optional Group—C)

(Commercial Area)

Paper Second

ESSENTIALS OF e-COMMERCE

*Time : Three Hours*

*Maximum Marks : 75*

*Minimum Pass Marks : 25*

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

### Unit—I

1. (a) Explain the benefits of e-Commerce.
- (b) Explain the management issues relating to e-Commerce.
- (c) What do you mean by secure electronic transaction ? Explain in details.

### Unit—II

2. (a) Explain the consumer's shopping procedure on the internet in brief.
- (b) Write benefits and impact of e-Commerce on travel industry.
- (c) Write brief notes on Real State Market.

**P. T. O.**

**Unit—III**

3. (a) What is B2B Model ? Write the application of B2B.
- (b) Explain the benefits of B2B on procurement re-engineering.
- (c) Explain the marketing issues in B2B model.

**Unit—IV**

4. (a) Explain the application in governance.
- (b) Explain the concept of government to business and business to government.
- (c) Explain the e-governance models.

**Unit—V**

5. (a) What is media model ? Explain in brief.
- (b) Explain the different emerging model in India.
- (c) Explain the security and legal aspects of e-Commerce.