

2015

E – COMMERCE – GENERAL

Second Paper

[C-22-G]

Module – II

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

For Honours Candidates

Group – A

1. (a) Mention any two advantages of E-Commerce 2

Or

What is E-Business? 2

- (b) What is 'Debit Card'? 2

Or

State two advantages of digital cash. 2

- (c) Mention two features of E-CRM. 2

Or

What is Cross-selling? 2

- (d) Define E-Supply Chain Management. 2

- (e) Identify two distinctive features of e-tailing. 2

Group – B

2. Distinguish between E-Commerce and Traditional System of Commerce. 4

Or

State the major applications of Mobile Commerce. 4

3. Identify major activities of (i) B to B model (ii) B to G Model. 4
4. Explain various methods of E-Payment System. 4

Or

Discuss the benefits of Core Banking Solutions. 4

5. What are the major characteristics of ERP? 4

Group – C

6. Discuss various models of B to C E-Commerce with examples. 6
7. (a) State in brief the difference between CRM and E-CRM.
- (b) What are the functional components of E-CRM? 2+4

Or

- (a) Discuss the benefits of using technology in E-CRM.
- (b) What are the different phases of E-CRM? 3+3

8. Write short notes on :
- (a) Levels of ERP
- (b) Risks in ERP implementation. 3+3

Or

Discuss the various modules of ERP. 6

9. Explain e-supply chain fusion. 6