

# DD-2052

## B. Com. (Part III) EXAMINATION, 2020

(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* parts from each question. All questions carry equal marks.

1. (a) Explain the limitation of e-Commerce.  
(b) Explain B2G and G2H models of e-Commerce.  
(c) Explain various Indian payment models.
2. (a) What is B2C ? Write the applications of B2C.  
(b) Explain online stock trading system and its benefits.  
(c) Explain the success factors of e-brokers.
3. (a) Explain the key technologies for B2B model.  
(b) Explain just in time delivery in B2B model.  
(c) Explain marketing issues in B2B model.

**[ 2 ]**

4. (a) Explain the functions and management of private sector interface in e-Governance.
  - (b) Explain the concept of business to government and citizen to government.
  - (c) Explain e-Governance models.
5. (a) Explain about management and function of retail model.
  - (b) Explain emerging hybrid models in IT industries.
  - (c) Explain security and legal aspects of e-Commerce.