



UA-0654
Second Year B. Com. Examination
February/March – 2012
E - Commerce : Paper - II

Time : Hours]

[Total Marks : 70

Instructions :

(1)

<p>नीचे दर्शायेवले निशानीवाणी विगतो उत्तरवडी पर अवश्य लपवी. Fillup strictly the details of signs on your answer book.</p> <p>Name of the Examination : S. Y. B. Com.</p> <p>Name of the Subject : E - COMMERCE : PAPER - 2</p> <p>Subject Code No. : 0 6 5 4 Section No. (1, 2,.....): Nil</p>	<p>Seat No. : [][][][][][][]</p> <p style="text-align: center;">Student's Signature</p>
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- (2) Questions no. 1 is compulsory.
(3) Figures to the right indicate full marks.

- 1 Answer in brief : 10
- (i) What do you mean by E - payment.
(ii) What do you mean by E- Governance.
(iii) Give one example of on - line Broker based services.
(iv) What do you mean by E - Auctions.
(v) What do you mean by E - Procurement.

- 2 Explain the functions and limitation of E - commerce. What 12
do you mean by E - commerce security ?

OR

- 2 Explain the benefits of E - commerce to organisations, 12
consumers and society.

3 What are the various products available in B₂C model. What are the success factors of E - brokers. **12**

OR

3 What are the benefits of B₂B on procurement re - engineering and just in delivery. **12**

4 What do you mean by Internet. How it facilitates E - commerce and what are its applications in other areas. **12**

OR

4 Explain the on - line Broker services for real estate market. What is meant by on - line Banking. What are its benefits ? **12**

5 What is meant by E - Auctions. What are its benefits and impacts. How it is implemented ? **12**

OR

5 Explain any two emerging business models in E - commerce. **12**

6 Write short notes : (any two) **12**

(i) Creating and maintaining brands on web.

(ii) E - Governance models.

(iii) Benefits and impacts of E - commerce on travel Industry.

(iv) Secure electronic transaction.