



'সমানো মন্ত্র: সমিতি: সমানী'

UNIVERSITY OF NORTH BENGAL
B.Com. Honours 4th Semester Examination, 2023

SEC2-COMMERCE

E-COMMERCE

Time Allotted: 2 Hours

Full Marks: 60

The figures in the margin indicate full marks.

GROUP-A

Answer any *two* questions

12×2 = 24

1. (a) Discuss the E-commerce Security issues. 6
(b) Explain the importance of E-security. 6
2. (a) What are different modes of e-payment? 3
(b) Discuss the advantages and disadvantages of credit card. 9
3. Explain the process of building an E-commerce website. 12
4. (a) Describe different B2C business models in brief. 10
(b) What is e-tailing? 2

GROUP-B

5. Answer any *four* questions: 6×4 = 24
 - (a) What are the driving factors of e-commerce? Explain. 6
 - (b) Write short notes on Internet, Intranet and Extranet. 2+2+2
 - (c) What is digital wallet? How does it work? 2+4
 - (d) What is e-cheque? How it functions? 2+4
 - (e) Discuss different types of Online Marketing. 6
 - (f) Explain the penalties and adjudication under IT Act, 2000. 3+3

GROUP-C

6. Answer any *four* questions: 3×4 = 12
 - (a) What is URL? 3
 - (b) What is dark web? 3
 - (c) Write a short note on World Wide Web. 3
 - (d) Write a short note on Encryption. 3
 - (e) What is a Payment Gateway? 3
 - (f) What is Web-Publishing? 3

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