



'समानो मन्त्रः समितिः समानी'

**UNIVERSITY OF NORTH BENGAL**  
B.VOC. Programme 6th Semester Examination, 2023

**SEC64-RETAIL MANAGEMENT (6.4)**

**E-COMMERCE**

Time Allotted: 2 Hours

Full Marks: 60

*The figures in the margin indicate full marks.*

**GROUP-A**

1. Answer any **four** questions from the following: 3×4 = 12
- (a) What is C2C e-commerce? 3
  - (b) Write down the features of the World Wide Web. 3
  - (c) Write a note on e-money. 3
  - (d) Define three technologies used in e-commerce. 3
  - (e) Enumerate the risks involved with the use of debit cards. 3
  - (f) Define Digital Signature Certificates. 3

**GROUP-B**

2. Answer any **four** questions from the following: 6×4 = 24
- (a) Discuss the measures to ensure security in online transactions. 6
  - (b) What are the essential requirements for safe e-payments / transactions? 6
  - (c) Discuss the salient features of the IT Act, 2000. 6
  - (d) Explain the importance of electronic fund transfer. 6
  - (e) Write down the advantages and disadvantages of transacting online. 6
  - (f) Write a note on credit card, debit card and smart card. 6

**GROUP-C**

3. Answer any **two** questions from the following: 12×2 = 24
- (a) Explain different business models with the help of appropriate diagrams. 12
  - (b) Discuss the problems and features of e-tailing in detail. 12
  - (c) Explain different classes of digital signature with examples. 12
  - (d) Explain different types of cybercrime and mention the steps consumers can take to prevent the cyber-crimes. 12

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