



'समानो मन्त्रः समितिः समानी'

**UNIVERSITY OF NORTH BENGAL**

B.VOC. Programme 6th Semester Examination, 2023

**SEC64-TOURISM AND HOSPITALITY MANAGEMENT (6.4)**

**E-COMMERCE**

Time Allotted: 2 Hours

Full Marks: 60

*The figures in the margin indicate full marks.*

**GROUP-A**

Answer any **two** questions from the following

12×2 = 24

1. Explain the different phases of life cycle approach. 12
2. "Importance of e-commerce in the post Covid-19 situation has increased tremendously."— Justify. 12
3. Discuss the various method of e-payments along with their advantages and disadvantages. 12
4. Describe the various e-commerce model and compare those models with respective e-market places. 12

**GROUP-B**

5. Answer any **four** questions from the following:

6×4 = 24

- (a) What should be the role of users in controlling Cyber-crimes? 6
- (b) Discuss the various features of E-Commerce. 6
- (c) Write a brief note on how companies are using Instagram, Facebook, YouTube, Snapdeal etc. as social e-commerce platform. 6
- (d) What is digital signature? Explain how digital signature are able to ensure the authentication and integrity of business transaction. 2+4
- (e) State the acknowledge of electronic record according to IT Act, 2000. 3+3
- (f) What are the merits and demerits of transacting online? 6

**GROUP-C**

6. Answer any **four** questions from the following:

3×4 = 12

- (a) Write three elements of the worldwide web. 3
- (b) Explain the categories of e-commerce. 3
- (c) What are the different threats of E-Commerce security? 3
- (d) Write the advantages and disadvantages on online learning. 3
- (e) What are the benefits of mobile banking? 3
- (f) What is a virtual mall? 3

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