



'সমানো মন্ত্র: সমিতি: সমানী'

**UNIVERSITY OF NORTH BENGAL**

B.VOC. Programme 6th Semester Examination, 2022

**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: 3×4 = 12
- (a) Write down the advantages of E-commerce.
  - (b) State the nature of E-commerce.
  - (c) Define the concept of E-commerce.
  - (d) Write down the purpose of online transactions.
  - (e) Write a note on e-money.
  - (f) Define the term sniffing with an example.

**GROUP-B**

2. Answer any **four** questions: 6×4 = 24
- (a) Explain the forces behind E-commerce.
  - (b) Explain Business to Business and Business to Customer model with diagram and example.
  - (c) Write down the evolution and features of World Wide Web.
  - (d) Explain the dimension and scope of e-security.
  - (e) Write any two models and methods of e-payment.
  - (f) Write down the importance of electronic fund transfer.

**GROUP-C**

3. Answer any **two** questions: 12×2 = 24
- (a) Explain the different classes of Digital signature with example.
  - (b) Explain different types of risk involved in e-payments.
  - (c) Discuss different types of Cybercrimes with examples.
  - (d) Explain the dimension and scope of E-commerce in detail.

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