



'সমানো মন্ত্র: সমিতি: সমানী'

UNIVERSITY OF NORTH BENGAL

B.VOC. Programme 6th Semester Examination, 2022

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

12×2 = 24

1. Explain the features of e-commerce and also describe its advantages and disadvantages.
2. Describe B2C e-commerce model. What are the challenges in implementing B2C initiatives?
3. Explain the following phases of the life cycle approach: planning phase, website management phase, and marketing phase.
4. What are the different threats to e-commerce security? Explain.

GROUP-B

5. Answer any **four** questions:

6×4 = 24

- (a) What do you understand by the term e-commerce? How does it differ from e-business?
- (b) What are the issues to be considered to deciding whether to design the website in-house or outsource it?
- (c) What is a digital signature? Explain how digital signatures are able to ensure the authentication and integrity of the business transaction.
- (d) Explain the concept of online banking. What can be accomplished using online banking?
- (e) Write a note on the advantages and disadvantages of online entertainment, online financial service, and online learning.
- (f) Explain the dimension of e-commerce security.

GROUP-C

6. Answer any *four* questions:

3×4 = 12

- (a) Differentiate between symmetric and asymmetric key encryption.
- (b) Explain different categories of e-commerce.
- (c) What is e-money? Differentiate between 'credit card' and 'debit card'.
- (d) Write a detailed note on the impact of 'word of mouth' on an online business transaction.
- (e) E-books are the future of the publishing industry. Comment.
- (f) How is the data encrypted?

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