

2008

COMMERCE

(Computer Application and e-Commerce)

PAPER—VIII

Full Marks : 25

Time : 1 hour

The figures in the right-hand margin indicate marks

*Candidates are required to give their answers in their
own words as far as practicable*

Illustrate the answers wherever necessary

SECOND HALF

(e-Commerce : Theory)

Answer Q. No. 1 and any one from the rest

1. Answer any *two* of the following: 5 x 2

(a) Explain electronic commerce from the buyer's point of view.

(b) Distinguish between e-commerce and e-business.

(c) Write a note on the applications of e-commerce.

(d) Compare and contrast multimedia convergence with crossmedia convergence.

2. What do you mean by a business model? What are the reasons behind opting for B2C e-business model? Describe the processes in B2C. 2 + 4 + 9

3. (a) What are the different types of advertising on the internet?

(b) Discuss about 'pull' and 'push' concepts of Supply-Chain Models.

(c) What is 'digital cash'? What are its properties? 5 + 5 + 5