



**SB-0426**

**Second Year B. Com. Examination**  
**March / April – 2011**  
**E-Commerce-II**

Time : Hours]

[Total Marks : 70

**Instructions :**

(1)

नीचे दशांशके निशानीवाणी विगतो उत्तरवखी पर अवश्य कभवी. Fillup strictly the details of signs on your answer book.	Seat No. :
Name of the Examination : S. Y. B.COM.	<input type="text"/>
Name of the Subject : E-COMMERCE-2	<input type="text"/>
Subject Code No. : <input type="text" value="0"/> <input type="text" value="4"/> <input type="text" value="2"/> <input type="text" value="6"/> Section No. (1, 2,.....) : <input type="text" value="NIL"/>	<input type="text"/>
	Student's Signature

- (2) Question No. 1 is compulsory and carries 10 marks.  
(3) All other questions carry equal marks.

- 1 Answer in brief : 10  
(i) Define E-commerce  
(ii) List out of benefits of E-commerce to organisations.  
(iii) What do you mean by electronic cash?  
(iv) What do you mean by E-Ticketing?  
(v) What do you mean by supply chain management?

- 2 Explain the various functions, features and limitations of E-commerce. 12

**OR**

- 2 Explain the scope of E-commerce. What are the various management issues relating to E-commerce? 12

- 3 Explain the various technologies for B<sub>2</sub>B. What are its benefits on procurement re-engineering. What are various marketing issues in B<sub>2</sub>B ? 12

**OR**

- 3 How is E-commerce useful in identifying and reaching customers and creating and maintaining brands on the web? 12

- 4 Explain the broker-based services on on-line. Also explain the benefits and impact of E-commerce on travel industry. 12
- OR**
- 4 Explain the benefits of on-line stock trading and on-line-banking. 12
- 5 Explain the on-line financial services and their future prospects in India? 12
- OR**
- 5 Explain the concept of B<sub>2</sub>G and explain various E-governance models. 12
- 6 Write Short Notes : (Any two) 12
- (i) On-line marketing and advertising.
  - (ii) Information service model.
  - (iii) E-Auctions
  - (iv) Applications of the Internet.
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