

1046

B.Com. (Hons.) Third Year
E-Commerce

Paper -- II [Opt. (iv)]: Business Application of E-Commerce

Time allowed: 3 Hours

Max. Marks: 80

NOTE: Attempt four short answer type questions from Section-A. Attempt two questions each from Section B and C respectively.

x-x-x

Section – A

I. Attempt the following:-

- a) Differentiate between buy side of e-commerce and sell side of e-commerce.
- b) What is C2C e-commerce? State any three examples of C2C e-commerce.
- c) What is mobile marketing?
- d) Discuss various challenges to e-commerce adoption in India.
- e) What is the impact of e-commerce on healthcare industry? Discuss.
- f) Write a short note on the growth of internet users in rural India. (4x5)

Section – B

- II. What do you mean by e-commerce? Discuss various business model of B2B e-commerce. (15)
- III. Discuss legal and regulatory environment of e-commerce in India with the help of examples. (15)
- IV. What do you mean by internet marketing? Discuss various types of pricing strategies used in internet marketing. (15)
- V. What are various forms of online advertising? Discuss. (15)

Section – C

- VI. What are virtual organizations? Discuss various features of virtual organization. (15)
- VII. How health care industry is taking advantage of e-commerce? Discuss. (15)
- VIII. "E-commerce improves the quality and flow of information and communication, there is a good reason to expect that the e-commerce will have positive impact on the society". Discuss. (15)
- IX. Discuss the application of e-commerce in education industry. (15)

x-x-x