

INTERNAL EXAMINATION-2020

B.Com 2<sup>nd</sup> SEMESTER

SUBJECT- E-COMMERCE & BUSINESS COMMUNICATION (GE 2.1CHG).

FULL MARKS- 50, TIME – 2 HOURS

**Module-I**

1. Answer any 10 (ten) questions from the following: 2X12
- (a) Define M-Commerce.
  - (b) Mention any two applications of E-Commerce.
  - (c) What is outside approach?
  - (d) What is Core Banking Solution (CBS)?
  - (e) What is digital wallet?
  - (f) How do you define ERP?
  - (g) Mention any two features of ERP.
  - (h) State the functional components of E-CRM.
  - (i) State in brief the role of internet in e-business with suitable example.
  - (j) State the strategies of E-CRM solutions.
  - (k) Write short notes on (any one):
    - (a) Debit card
    - (b) Credit card
    - (c) B to G e-commerce
    - (d) C to C e-commerce
  - (l) State different types of B to B market place.
  - (m) State the major activities of B to C model of E-Commerce
  - (n) State the different phases of ERP implementation.
  - (o) State two advantages of ERP. State different levels of ERP
  - (p) Distinguish between B to C and B to B business
  - (q) What is E-Supply chain?
  - (r) Explain E-Supply chain planning.

**Module-II**

2. Answer any 5 (five) questions from the following: 2X8
- (a) What is communication?
  - (b) Write two objectives of business communication?
  - (c) Write two importance of feedback in the process of communication?
  - (d) Define inter group conflict?
  - (e) What is video conferencing?
  - (f) What are the merits of E-mail?
  - (g) Define external channels of communication?
  - (h) Why feedback is an essence of communication?
  - (i) Illustrate the ways to resolve conflict in an organization?
  - (j) What is the importance of corporate communication?
  - (k) Distinguish between formal and informal communication?
  - (l) Write merits and demerits of FAX?
  - (m) Write merits and demerits of Video Conferencing?
  - (n) Distinguish between horizontal and vertical communication?
3. Answer any 1 (one) of the following questions: 10 X 1
- (a) Write a notice with agenda of 1<sup>st</sup> meeting of a newly formed Gram Panchayat.
  - (b) Write a notice along with agenda of the statutory meeting of a Public Ltd. Co.
  - (c) Write minutes of 1<sup>st</sup> board meeting of a Public Ltd. Co.