



2025

COMMERCE**Course No: COM204C****(Business Models in E-Commerce and ICT Application)**

Full Marks: 60

Time: 3 hours

The questions are of equal value

The figures in the margin indicate full marks for the questions

Answer all questions

1. (a) Define E-Commerce. Explain its main characteristics and evaluate the challenges involved in the process of its adoption. (2+10)
(OR)
(b) Examine the advantages and obstacles that businesses face in the E-commerce environment (12)
2. (a) Define the Business-to-Business (B2B) e-commerce model. Discuss the marketing and business strategies employed in both B2B and Business-to-Consumer (B2C) e-commerce environments with suitable examples. (2+10)
(OR)
(b) What is the Consumer-to-Business (C2B) e-commerce model? Discuss its salient characteristics and workflow, and compare its dynamics with those of the B2C model. (2+10)
3. (a) Explain the Aggregator Model in E-commerce with its types. (8)
(b) Discuss the various types of Aggregators with a suitable example (4)
(OR)
(c) Explain the concept of the Info-mediaries Model in online business and provide a classification of its types. (6)
(d) Discuss the various community structures within the Community E-Business Model. (6)
4. (a) What is meant by the term ICT? Explain its key features and main components. (12)
(OR)
(b) Examine the influence of Information Technology on various aspects of business functioning. (12)
5. (a) What is encryption, and why is it vital in the field of Information and Communication Technology (ICT)? (5)
(b) Explain the role of internet-based applications in shaping current business practices. (7)
(OR)
(c) Discuss various cyber offences and the legal penalties prescribed under the Information Technology Act, 2000 as amended in 2008. (12)