



2025

**COMMERCE**

Course No.: MC-402

**(E-Commerce)**

Full Marks : 70

Time : 3 hours

*The figures in the margin indicate full marks for the questions*Answer **all** questions

1. a) Explain the concept of E-commerce and its applications across various industries. Discuss how it benefits businesses in the global market. **10+4**  
*Or*  
b) Highlight the major differences between E-commerce and Traditional Commerce. Examine how media convergence influenced the expansion of E-commerce. **10+4**
2. a) Compare the different types of E-commerce business models. Provide relevant examples to illustrate how companies successfully implement these models. **10+4**  
*Or*  
b) What is online marketing and advertising in E-commerce? Explain the key digital marketing strategies used by E-businesses to enhance their online presence and sales. **8+6**
3. a) Evaluate the role of Customer Relationship Management (CRM) in E-commerce. Explain how companies use CRM strategies to enhance customer satisfaction and loyalty. **8+6**  
*Or*  
b) Explain the concept of Value-Added Network (VAN) and discuss its key features and benefits in business communication. Illustrate with relevant examples. **12+2**
4. a) Describe the different types of Electronic Payment Systems (EPS) in E-commerce. Discuss the advantages and disadvantages of e-cash, e-cheques, and smart cards. **8+6**  
*Or*  
b) Examine the various risk management options in e-payment systems (EPS). Suggest an effective e-payment system to prevent fraud and cyberattacks. **8+6**
5. a) What are the objectives and key provisions of the Information Technology (IT) Act, 2000? Explain how the IT (Amendment) Act, 2008, improved e-commerce laws in India. **10+4**  
*Or*  
b) Discuss the key challenges of taxation issues in e-commerce. Suggest effective solutions to ensure fair tax compliance, especially in cross-border digital trade. **8+6**

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