

2025

(FYUGP)

(3rd Semester)

B.A/B.COM

Paper Code : SEC-2

(**E-Commerce**)

Full Marks : 37.5

Pass Marks : 40%

Time: 2 Hours

*The figures in the margin indicate full marks
for the questions.*

PART A – OBJECTIVE

A. Choose the correct answer. ($\frac{1}{2} \times 15 = 7\frac{1}{2}$)

1. What does “transacting online” mean?
 - a) Buying and selling goods through physical stores
 - b) Conducting business activities over the internet
 - c) Advertising products on television
 - d) Communicating via mobile phones

2. Which of the following e-commerce business models involves transactions between businesses and consumers?
 - a) B2B
 - b) C2C
 - c) B2C
 - d) C2B

(Turn Over)

(2)

3. In the B2B model, transactions occur between:
- a) Two consumers
 - b) A business and a consumer
 - c) Two businesses
 - d) A consumer and the government
4. Which of the following is an example of a C2C e-commerce platform?
- a) Amazon
 - b) Alibaba
 - c) eBay
 - d) Netflix
5. A key disadvantage of e-commerce for consumers is:
- a) Limited product variety
 - b) Difficulty in comparing prices
 - c) Inability to physically inspect products before purchase
 - d) Time-consuming shopping process
6. Which of the following is not a service typically offered through online banking?
- a) Checking account balance
 - b) Transferring funds between accounts
 - c) Applying for loans
 - d) Printing banknotes
7. Which of the following is a risk associated with online payments?
- a) Easy fund transfer
 - b) 24/7 accessibility
 - c) Cyber fraud and hacking
 - d) Instant money transfer

(5)

PART B – DESCRIPTIVE

Answer any five (5) from the following questions. (5×5=25)

1. Explain the business model of e-commerce with examples.
2. What are the various types of e-commerce?
3. Elaborate the different methods of e-payments.
4. Discuss the advantages and disadvantages of transacting online?
5. Explain the application of e-commerce in various industries.
6. What are the advantages and disadvantages of shopping online?
7. What are the various risks involved in e-payments?
8. Explain the importance of online banking.

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(Continued)

(3)

8. What does “phishing” refer to in online transactions?
- Catching fish using digital tools
 - Sending fake emails or websites to steal personal information
 - Installing antivirus software
 - Encrypting payment data
9. Which of the following methods helps ensure safe e-payments?
- Using public Wi-Fi for transactions
 - Sharing OTPs with others
 - Using strong passwords and two-factor authentication
 - Ignoring bank alerts
10. Which of the following is not an e-payment method?
- Debit card
 - Mobile wallet
 - Net banking
 - Cash payment at the counter
11. Which of the following is the most common example of e-commerce in the retail industry?
- Visiting a supermarket
 - Online shopping through websites like Amazon or flipkart
 - Buying from street vendors
 - Door-to-door marketing
12. How has e-commerce transformed the travel and tourism industry?
- By requiring travellers to visit physical ticket counters
 - By allowing online booking of flights, hotels, and tours
 - By reducing access to travel information
 - By limiting international travel options

(Turn Over)

(4)

13. Which of the following is an example of e-commerce in the education industry?
- Online learning platforms such as Coursera or Udemy
 - Buying books only from bookstores
 - Classroom-based teaching only
 - Manual attendance systems
14. How does e-commerce benefit the healthcare industry?
- Through online appointment booking and e-pharmacies
 - By eliminating digital communication with doctors
 - By reducing access to medical services
 - By allowing only in-person consultations
15. Which technology is commonly used in online shopping to recommend products based on user preferences?
- Artificial Intelligence (AI)
 - Paper-based catalogues
 - Manual suggestion lists
 - Landline communication
- B. Write short notes on any five (5). (1×5=5)
- Nature of e-commerce
 - Forces behind e-commerce
 - Digital signature
 - Automated clearing house
 - Electronic fund transfer
 - Auctions
 - Online portal
 - Online learning

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