2007

COMMERCE

(Computer Application and e-Commerce)

PAPER-VIII

Full Marks : 25

Time : 1 hour

The figures • in the *right-hand* margin indicate *full* marks.

Candidates *are required to give* their answers *in their own words* as *far* as *practicable.*

Illustrate the answers *wherever necessary.*

Second Half

(e=Commerce : Theory)

[Marks : 251

Answer Q. No. *1* and any *one* from the rest.

1. Answer any two of the following :   5X2

   (a) **What are the seven unique features of e-commerce ?**

   (b) **Define convergence** . What **does Multimedia convergence imply ?**

   (c) **What is a portal ? What are its core elements ?**

   (d) **What are the basic steps in a Business-to-Business e-commerce ?**

2. **What are the different types of e-commerce ? Point out the advantages and disadvantages of electronic commerce.**
    5+5+5

3. (a) **What is a retail supply chain management? Briefly describe the activities relating to order receipt entry, selection and prioritisation in the Order Management Cycle.**

   (b) **How is an electronic check different from traditional check ? What are the benefits of electronic check ?**
       8+7