

2025

E-COMMERCE AND BUSINESS COMMUNICATION — HONOURS

Paper : DSCC-7

Full Marks : 75

The figures in the margin indicate full marks.

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

Module - I

(E-Commerce)

Group - A

1. Answer *any five* questions :

2×5

- (a) Define E-governance.
- (b) Name four types of e-commerce model.
- (c) What is e-tailing?
- (d) Define Digital Marketing.
- (e) Distinguish between Debit Card and Credit Card.
- (f) Define Virtual CRM.
- (g) What is Fintech?
- (h) What do you mean by advertisement in social media?

Group - B

2. Answer *any three* questions :

- (a) Critically appraise impact of e-commerce on retail business and employment. 3+2
- (b) What are the functional components of e-CRM? Discuss the strategies usually adopted for e-CRM solution. 2+3
- (c) What are the basic B2B transactions? State the classification of B2B models of e-commerce. 2+3
- (d) Diagrammatically explain payment gateway process for international payments. 5
- (e) Elucidate various types of Social Commerce with examples. 5

Please Turn Over

(2646)

(2)

Group - C

3. Answer *any one* question :

- (a) Discuss possible risks involved in any two e-payment systems of your choice and suggest their possible remedies. 5+5
- (b) Critically appraise with proper examples applicable in Indian market on application of e-commerce in the following sectors. State benefits and challenges aligned with this application.
 - (i) Healthcare sector
 - (ii) Manufacturing. 5+5

Module - II

(Business Communication)

Group - D

4. Answer *any five* questions :

2×5

- (a) What is decoding of information?
- (b) Give two examples of psychological barriers.
- (c) Define vertical communication.
- (d) What is decentralized communication network?
- (e) Give four examples of videoconferencing apps.
- (f) State two differences between Minutes and Resolution.
- (g) What is entropy in communication?
- (h) Mention any four principles of effective communication.

Group - E

5. Answer *any two* questions :

5×2

- (a) Compare and contrast between formal and informal communication with examples.
- (b) Diagrammatically explain Shanon and Weaver's model of communication.
- (c) Describe planning cycle for creating corporate communication.

Group - F

6. Answer *any two* questions :

- (a) Draft the minutes of 5th Annual General Meeting of ABC Ltd. with usual agenda. 10
- (b) Your company has received an enquiry from a scheduled commercial bank about the status and creditworthiness of one of your customers. Draft a letter mentioning true facts of your business with that party since last five years. 10
- (c) State the differences between the following :
 - (i) Circular vs. Ordinary Business letter
 - (ii) Upward vs. Downward Communication. 5+5