Total No. of Printed Pages: 2

SUBJECT CODE NO: -X-3056
FACULTY OF COMMERCE AND MANAGEMENT
B.Com S.Y (Sem-IV)
Examination March / April - 2023
I.T Application in Business-IV

[Time: 2:00 Hours] **[Max. Marks: 50]**

Please check whether you have got the right question paper.
N. B   1) 1. Q.No.1 is compulsory.
             2) Solve any three Question from Q.No.2 to Q.No.6.

Q1   (A) Multiple Choice Question   4
1. Which dimension of e-commerce enables commerce beyond the boundaries of the country?
   a) Richness   b) Interactivity
   c) Global Reach   d) Ubiquity

2. _____ are markets connected through modern communications networks and powered by high-speed computers.
   a) Marketplaces   b). Metamarkets
   b) Electronic Markets   d) Electronic Network

3. If you need to transfer money to another person via the internet, which of the following methods could you use?
   a) financial cybermediary   b) electronic check
   c) electronic bill presentment and payment   d) all of the above

4. Internet banking refers to
   a) Operation of account through internet
   b) Opening of account through ATM
   c) Both   4
   d) None of above

B) Fill in the blanks
1. E.Commerce scope is _____.

2. _____ refers to an online market, usually B2B, in which buyers and sellers exchange goods or services.

3. _____ is an electronic payment system normally used for retail transactions.

4. The _____ type of e-governance refers to the government services which enable citizens to get access to wide variety of public services.

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Q2 Explain the framework and components of E-Commerce architecture.   14

Q3 Discuss the different online marketing strategies in Electronic Commerce.   14

Q4 What is e-payment? Discuss the functions of E-payment system?   14

Q5 Explain the historical development of electronic tourism   14

Q6 Write Short Notes :   14
    E-business model
    E-Government
    ERP Emplementation