

2021

E-COMMERCE

Paper : GE-2.1 Chg

(Module-I)

Full Marks : 40

The figures in the margin indicate full marks.

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

Group-A

(Each question carries 2 marks)

Answer **any five** questions.

2×5

1. Find out the correct statement out of the following options:
 - (a) E-Commerce and E-Business has got no relation.
 - (b) E-Business and E-Commerce are synonymous.
 - (c) E-Business is a subset of E-Commerce.
 - (d) E-Commerce is a subset of E-Business.
2. Which model of E-Commerce currently covers the largest size of E-Commerce revenues over other models?
 - (a) B2B
 - (b) C2C
 - (c) B2C
 - (d) C2B.
3. In the arena of E-Commerce activities, building and sustaining long-term relationship with customers is the aim of:
 - (a) Customer Retailing Management
 - (b) Electronic Customer Relationship Management
 - (c) Customer Relationship Management
 - (d) Customer Resource Management.
4. Out of the following which is not a features of Supply Chain Management?
 - (a) Inventory Management
 - (b) Logistic Management
 - (c) Integration of different marketing & other services
 - (d) Procurement Managment.
5. Out of the following, for which card one has to made advance payment?
 - (a) Gold Card
 - (b) Debit Card
 - (c) Credit Card
 - (d) Smart Card.
6. _____ is a software-based system that securely stores users' payment information and passwords for numerous payment methods.
 - (a) ATM
 - (b) E-Cheque
 - (c) Digital Wallet
 - (d) Credit Card.

Please Turn Over

7. Which one of the following is not falls under the ERP Human Resource Management Module?
- (a) Segment Management (b) Human Resource Information System
(c) Training and Event Management (d) Payroll Accounting.
8. What is 'Social Media Optimization'?
- (a) Creating content which easily creates publicity in a social media
(b) Hiring people to create content for social media
(c) Writing clear content
(d) Creating short content which is easily indexed.
9. IMPS stands for
- (a) Important Payment Services (b) Immediate Payment Services
(c) Institutional Payment Services (d) Integrated Payment Services.
10. Web 2.0 refers to
- (a) Wide Area Network (b) World Wide Web
(c) Wide Wide Web (d) World Wide Network.

Group-B

(Each question carries 3 marks)

Answer **any ten** questions.

3×10

11. In respect of area of application, which one is correct?
- (a) E-Business only covers business transactions such as buying and selling of goods and services over the internet.
(b) M-Commerce is said to be the next generation wireless E-Commerce that needs no wire and plug-in-devices.
(c) E-Advertising is said to be the next generation E-Commerce that needs no wire and plug-in-devices.
(d) Mass Media is said to be the next generation E-Commerce that needs no wire and plug-in-devices.
12. _____ allows a business application on the computer of one organization to communicate directly with the business application on the computer of another company.
- (a) EDI (b) Protocols
(c) Standards (d) Business applications.
13. B to G E-Commerce model refers to
- (a) any business organization that sells its goods or services to customers over internet.
(b) any business organization that sells its goods and services to Government over internet.
(c) the communication and transaction between business and Government over internet.
(d) any business organization that sells its goods and services to other business organization.

14. In E-Commerce activities buyer-seller relationship characterized by a close co-operative relationship where the seller adopts to meet the customer's needs without expecting much adaptation or change on the part of the customer in exchange is referred to:
- (a) Buyer-Seller relationship is transactional
 - (b) Customer is the King
 - (c) Seller is the King
 - (d) None of these.
15. The retention of customer is an essential strategy in E-CRM because
- (i) Existing customers generally induce others to buy products from the same digital shop where from they brought for their own.
 - (ii) Loyal customers are comparatively high price sensitive.
 - (iii) Cost of winning a new customer is six times more than retaining an existing customer.
 - (iv) A strong relationship with the existing customer throughout customers' life cycle makes customer comparatively less disagreeing.
- (a) (i), (iii) & (iv)
 - (b) (i), (ii) & (iii)
 - (c) (ii), (iii) & (iv)
 - (d) (i), (ii) & (iv)
16. Customer acquisition in E-CRM means
- (a) Identifying the appropriate customer to target.
 - (b) Encouraging customer to purchase further products through personalised web and e-mail communications.
 - (c) Attracting customers in the target profile to your portal and encouraging them to click the button 'Buy'.
 - (d) Pursuing customers to purchase more expensive products which is also available in the same category.
17. Supply Chain Management (SCM) is the process of
- (a) SCM accommodates only planning of all activities involved in supply of goods only.
 - (b) SCM accommodates the planning and management of all activities involved in sourcing, procurement, conversion and logistics.
 - (c) SCM accommodates only planning and management of all activities involved in supply of goods and services.
 - (d) None of the above.
18. What does NEFT and NCPI stands for?
- (a) National Electronic Fund Transmission; National Payment Company of India.
 - (b) National Electronic Fund Transfer; National Payments Corporation of India.
 - (c) National Electronic Fund Transaction; National Payment Co-operative of India.
 - (d) National Electronic Fund Terms; National Payment Co-operation of India.
19. A digital signature is _____.
- (a) Bit string giving identity of a correspondent
 - (b) Unique identification of a sender
 - (c) An authentication of an electronic record by tying it uniquely to a key only a sender knows
 - (d) An encrypted signature of a sender.

Please Turn Over

- 20.** E-Cash means
- (a) To transfer money between different parties over a network
 - (b) To transfer cheque between different parties over a network
 - (c) To credit money between different parties over a network
 - (d) To credit cheque between different parties over a network.
- 21.** _____ integrates all the functional areas and operations. _____ is not just a mere transfer of information across an organization but a total transformation with everyone contributing their best.
- (a) Enterprise Resource Planning (ERP); Management Information System (MIS)
 - (b) Enterprise Resource Planning (ERP); Total Quality Management (TQM)
 - (c) Enterprise Resource Planning (ERP); Computer Integrated Manufacturing (CIM)
 - (d) Enterprise Resource Planning (ERP); Enterprise Resource Planning (ERP).
- 22.** Which of the following statement is false?
- (a) ERP systems implementation is a complex organizational activity.
 - (b) ERP systems are set to proliferate locally.
 - (c) ERP systems implementation requires strong project management oversight.
 - (d) ERP systems provide improved and added functionality for an organization.
- 23.** The _____ and _____ manage the supplier relation, monitor the vendor activities and the supplier quality in an organization.
- (a) Supplier maintenance; Customization processes
 - (b) Supplier management; Control processes
 - (c) Supplier maintenance; Control processes
 - (d) Supplier management; Customization processes.
- 24.** Each ERP software module corresponds to a major —
- (a) functional areas of the organisation
 - (b) problems of the organisation
 - (c) purchases of the organisation
 - (d) deficiencies of the organisation.
- 25.** The downstream part of the supply chain includes all the activities involved in
- (a) reaching to the origin of the material.
 - (b) in-house processing of inputs.
 - (c) after-sale services.
 - (d) delivering products to final consumers.
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2021

BUSINESS COMMUNICATION — GENERAL

Paper : GE-2.1 Chg

(Module-II)

Full Marks : 40

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Group-A

Answer *any two* questions.

5×2

1. Define Business Communication.
2. Distinguish between formal and informal communication.
3. What are the requisites of a valid notice?
4. Why video conferencing is so important in the modern business world?

Group-B

Answer *any three* questions.

5. State the principal barriers to communication. 10
 6. Discuss the different elements of communication. 10
 7. Draft a notice of the 9th Annual General Meeting of Indial Co. Ltd. with usual agenda. 10
 8. Write a letter to the manager of a bank seeking a medium-term loan for your enterprise. 10
 9. (a) Mention the elements of a communication.
(b) What are the socio-psychological and cultural barriers in corporate communication? 5+5
 10. (a) Explain the role of communication in conflict resolution.
(b) Distinguish between inter-group and intra-group conflict. 5+5
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