

UNDERGRADUATE INTERMEDIATE EXAMINATION,2020
KISHORE BHARATI BHAGINI NIVEDITA COLLEGE (CO-ED)(542)
B.COM SEMESTER II(HONOURS/GENERAL/MAJOR)EXAMINATION(UNDER
CBCS,2020

E-COMMERCE & BUSINESS COMMUNICATION

(GE 2.1CHG)

FULL MARKS-40

TIME -1 HOUR

pg.dept2020@gmail.com

SEND THE PHOTO OF YOUR ANSWER SHEET IN THE ABOVE EMAIL-ID.

E-Commerce

1.Distinguish between Traditional Commerce and E-Commerce.(20)

Or,

Write short notes(5x4=20)

a)B to C model

b)Debit Card

c)Smart Card

d)DigitalWallet

Business Communication

Write five adavantages and disadvantages of E-mail (10+10=20)

Or,

Write the elements of communication.Write five principles of effective commnunication.(10+10=20)
