

**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**

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**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