

2025

E-COMMERCE AND BUSINESS COMMUNICATION — MDC

Paper : MDC-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) What is Social Commerce?
 - (b) What is Mobile Commerce?
 - (c) Define 'transaction broker'.
 - (d) Name four types of e-commerce model.
 - (e) What is Debit Card?
 - (f) What is Online Banking?
 - (g) What do you mean by advertisement in social media?
 - (h) What is Digital Marketing?

Group - B

2. Answer *any three* questions :
- (a) What is ERP? What are the advantages of ERP? 2+3
 - (b) Discuss the advantages of e-commerce over traditional commerce. 5
 - (c) Briefly discuss the various e-Governance Models. 5
 - (d) What is e-payment? Briefly discuss the two types of e-payment services. 1+4
 - (e) State the process of Social Media Advertising. 5

Please Turn Over

(2647)

(2)

Group - C

3. Answer *any one* question :

- (a) Critically appraise the application of e-commerce in Indian retail and wholesale sectors. 10
(b) What is Core Banking Solution? Differentiate between Online Banking and Physical Banking. 2+8

Module - II

(Business Communication)

Group - D

4. Answer *any five* questions :

2×5

- (a) Discuss two importances of Business Communication.
(b) What is Grapevine Communication?
(c) State two differences between oral and written communication.
(d) What is Wheel Communication Network?
(e) What is E-mail?
(f) State two benefits of Whatsapp messenger services.
(g) What is Encoding?
(h) What do you mean by semantic barrier?

Group - E

5. Answer *any two* questions :

5×2

- (a) State the differences between formal and informal communication.
(b) Discuss the elements in the process of communication with a diagram.
(c) State the features of video conferencing along with its advantages.

Group - F

6. Answer *any two* questions:

- (a) Draft a notice of AGM of a public limited company with usual agenda. 10
(b) Draft a CV of your for application for a job. 10
(c) State the differences between : 5+5
(i) Minutes vs Proceedings
(ii) Circular vs Notice.