

2026

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) State any two features of e-commerce.
- (b) Define Electronic Consumer Relationship Management (E-CRM).
- (c) Give two examples of C2C e-commerce.
- (d) Mention any two applications of B2G e-commerce.
- (e) State any two differences between Debit Card and Credit Card.
- (f) What is digital signature?
- (g) State two differences between e-commerce and m-commerce.
- (h) What is Search Engine Optimization (SEO)?

Group - B

2. Answer *any three* questions :

- (a) Describe the major players involved in the e-commerce ecosystem. 5
- (b) Write short notes on — 2½×2
 - (i) E-governance
 - (ii) Mobile commerce.
- (c) Discuss the role of B2G model in promoting digital governance. 5
- (d) Explain the concept and advantages of Core Banking Solution (CBS) in electronic payment system. 2+3
- (e) Discuss any two methods of digital marketing with suitable examples. 2½×2

Please Turn Over

(7075)

(2)

Group - C

3. Answer **any one** question :

- (a) "E-payment systems have revolutionized modern commerce" — Justify the statement with relevant examples. 10
- (b) Discuss the application of e-commerce in the following sectors :
 - (i) Tourism and hospitality sector
 - (ii) Education sector. 5+5

Module - II

(Business Communication)

Group - D

4. Answer **any five** questions :

2×5

- (a) Define noise in communication.
- (b) What is diagonal communication?
- (c) What is chain in communication network?
- (d) Mention any two differences between corporate communication and informal communication.
- (e) Differentiate between CC and BCC in an e-mail.
- (f) Mention any two features of modern forms of communication.
- (g) What is grapevine communication?
- (h) State any two principles of effective business letter writing.

Group - E

5. Answer **any two** questions :

- (a) Mention any two barriers of communication from receiver's end and suggest the remedies to overcome them. 2+3
- (b) Differentiate between oral and written communication with suitable examples. 5
- (c) Compare e-mail, video conferencing and whatsapp as modes of business communication. 5

Group - F

6. Answer **any two** questions :

- (a) Draft an Offer Letter to a customer offering a new range of office furniture with attractive trade discounts and delivery terms. 10
- (b) Draft a notice for the college informing students about the observance of Independence Day 2026 with proposed plan of programme. 10
- (c) State the difference between the following : 5×2
 - (i) Offer Letter vs Quotation letter
 - (ii) Notice vs. Minutes.