

2026

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 meant by E-business?
- (b) Define E-Governance.
- (c) What is FDI?
- (d) Define M-commerce.
- (e) State two disadvantages of E-commerce.
- (f) Differentiate between Debit Card and Credit Card.
- (g) What is digital wallet?
- (h) Define E-CRM.

Group - B

2. Answer **any three** questions :

- (a) Briefly explain any two types of E-commerce models. 2½×2
- (b) Discuss the application of E-commerce in the Travel and Tourism Sector. 5
- (c) Write a short note on Payment Gateways. 5
- (d) Discuss the risks involved in E-payments systems. 2+3
- (e) Define social commerce. Write any of its four features. 1+4

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Group - C

3. Answer **any one** question :

- (a) What do you mean by advertisement in social media? State the process of social media advertising. 2+8
- (b) Critically appraise the application of E-commerce in Banking and Financial Sectors. 10

Module - II

(Business Communication)

Group - D

4. Answer **any five** questions :

2×5

- (a) Mention any four principles of effective communication.
- (b) Define vertical communication.
- (c) What is listening skills?
- (d) What is video conferencing?
- (e) What is notice?
- (f) State any two modern communication tools.
- (g) What is WhatsApp communication?
- (h) Mention any two important contents of a CV.

Group - E

5. Answer **any two** questions :

- (a) Differentiate between oral and written communications. 5
- (b) What is E-mail? State any two disadvantages of E-mail. 2+3
- (c) "Feedback is the essence of effective communication." — Discuss. 5

Group - F

6. Answer **any two** questions :

- (a) Draft a complaint letter regarding defective goods received from a supplier. 10
- (b) Draft a circular for the opening of a new showroom of Jewellery. 10
- (c) (i) State the differences between Minutes and Resolution.
- (ii) Define Business draft. Discuss the essential features of a good draft. 5+(2+3)