

Total number of printed pages-3

14 (MCOM-4) 4086

2020

**E-COMMERCE**

Paper : COM-4086

Full Marks : 40

Time : Two hours

**The figures in the margin indicate  
full marks for the questions.**

**Answer Question Nos. 1 & 2 and any two  
from the rest.**

1. Answer the following (Short notes) :  
**(any four)** 2×4=8
- (a) URLs
  - (b) Cookies
  - (c) E-advertising
  - (d) Digital Currency
  - (e) E-cheque.

Contd.

2. Write short notes on : **(any four)**

3×4=12

- (i) OSI Model
- (ii) Computer Security
- (iii) Tele-Banking
- (iv) Computer hardware and software
- (v) MS Office.

3. Answer the following questions : **(any two)**

5×2=10

- (i) Describe the impact of Information Technology on Banking System.
- (ii) Describe Automated Clearing System (ACS) and its elements.
- (iii) Firewall concept and benefits.
- (iv) Explain the technique of electronic fund transfer.

4. What is E-business Model? Describe the Brokerage Model. 10

**OR**

What is Network topology? Describe Bus topology and Tree topology.

5. Describe Online Marketing. Mention its advantages and disadvantages. 10

**OR**

Explain Aggregation Model, Info-mediary Model and Community Model.