BC-204

E-COMMERCE

External Marks: 80
Internal Marks: 20
Time: 3 Hours

Note: Paper setter will set nine questions in all. Question No. 1 comprising of five short types questions carrying four (4) marks each is compulsory. It covers the entire syllabus. Answer to each question should not be more than one page. Candidate is required to attempt four questions from the remaining eight questions carrying 15 marks each.

Introduction to internet: concept, application and uses of Internet, Internet services.

Information Technology and Business: concepts of data, information and information system, effects of IT on business; Types of information system: Transaction Processing System (TPS), Management Information System (MIS).

Introduction to E-commerce; e-commerce and world wide web; e-commerce application services; e- commerce models: B2B, B2C, C2C; electronic data interchange: benefits, components of EDI, EDI implementation, security issues in e-commerce.

M-commerce and e-governance: an overview.

Practical: The students should be able to work on Internet - search engines, communication through Internet. Research using online sources – surveys, research on social networking sites. Student should be familiar with e-governance initiation such as E-disha, digital locker, apps.

REFERENCES

- Bajaj, Kamlesh K and Debjani Nag, E-commerce – The Cutting Edge of Business, Tata McGraw Hill (P) Ltd., New Delhi.
- Greenstein, Marilyn, and Todd M. Feinman, Electronic Commerce, Tata McGraw Hill, New Delhi.
- Leon, Alexis: Fundamental of Information Technology, Vikas Publication House (P) Ltd., New Delhi
- Minoli, Daniel, Internet and Intranet Engineering, Tata McGraw-Hill Publishing Co Ltd., New Delhi.
- Whitley, David, E-Commerce: Strategy, Technology and Applications, Tata McGraw-Hill Publishing Co Ltd., New Delhi.