



Phone:2370-3841&2353-6653  
E-mail:principal@gurudascallege.edu.in

# GURUDAS COLLEGE

(GOVT.SPONSORED)

1/1 SUREN SARKAR ROAD, NARIKELDANGA, KOLKATA-700 054

Date:27.11.2020

**Internal Examination, 2020**  
**B.Com Semester- II (Hons. & General)**  
**Subject: E-Commerce & Business Communication**  
**Subject Code- [GE 2.1Chg]**

**FULL MARKS- 25**

**Time :1hr30mins**

**Group A**  
**E-Commerce**

1. The advantage of e-Commerce is-----  
a> Round the clock operation  
b> Global reach  
c> Improved customer relation  
d> All of these
2. In e-Commerce transaction which one of the following components is required by the seller?  
a> A corporate Internet  
b> A Consumer  
c> Government  
d> Transaction Partner
3. Amazon.com and eBay are examples of---  
a> B2C Model  
b> B2G Model  
c> B2B Model  
d> P2P Model
4. Memory Smart Card is a type of -----  
a> Card which stores money value that the customer can spend  
b> Card which has low storing capability  
c> Card which process a wide variety of information  
d> Both (a) and (b)
5. I) NEFT stands for---  
a> National Electronic fast Transfer  
b> National Electronic Fund Transfer  
c> National Economic Fund Transfer  
d> National Electronic Fund Transfer System
- II) Internet banking or online banking offers customers the facilities of enjoying banking services from---  
a> Anywhere  
b> Home  
c> Physical Bank Location  
d> Both (a) and (c)

## **Group B**

### **Business Communication**

Full Marks: 25

#### **Answer all the questions:**

1. What is effective communication? Discuss the principles of effective communication and barriers to effective communication. 2+5+5
2. Draft a notice with the agenda for the first board meeting of a limited company. 8
3. Draft a circular notifying the opening of a new branch of your business seeking continuous patronage of your customers. 5