



# WEST BENGAL STATE UNIVERSITY

B.Com. Major 4th Semester Examination, 2025

## BCMDSC405T-B.COM. (MAJOR)

### E-COMMERCE AND BUSINESS COMMUNICATION

Time Allotted: 2 Hours

Full Marks: 50

*The figures in the margin indicate full marks.  
Candidates should answer in their own words and adhere to the word limit as practicable.  
All symbols are of usual significance.*

#### GROUP-A

Answer any *five* questions from the following

2×5 = 10

1. Define E-Commerce.
2. What is a Digital certification?
3. What are different tools of corporate communication?
4. Write short note on 'Smart Card'.
5. Define Core Banking Solution.
6. Define Communication Network...
7. State two causes of conflict.
8. What is E-Payment?

#### GROUP-B

Answer any *four* questions from the following

5×4 = 20

9. Distinguish between Formal and Informal Communication.
10. What are the barriers to communication?
11. Discuss advantages of E-commerce.
12. Discuss the objectives of emergence of Communication Technology.
13. Explain the requisites of a notice of company meeting.
14. Explain the principles of effective communication.

#### GROUP-C

Answer any *two* questions from the following

10×2 = 20

15. Discuss briefly different types of Communication.
16. Explain the Business to Business (B to B) Model.
17. Discuss the advantages and disadvantages of Horizontal or Lateral communication.
18. Write short notes on:
  - (a) Debit Card
  - (b) Digital Wallet.