

**B.V. Patel Institute of Business Management, Computer & Information Technology**  
**Uka Tarsadia University**  
**1<sup>st</sup> Internal Examination, BCOM 3<sup>rd</sup> Semester**  
**Subject Code: 030100318**

**Marks: 50**

**Time: 2 hrs.**

**Date: 30/08/2017**

**Q-1 Answer the following. (Any Eight)**

**[16]**

1. Draw the diagram of E-business transaction model.
2. Mention any four advantages of B2B business transaction model.
3. Explain EFT.
4. Write the disadvantages of debit card.
5. Draw the diagram of risk and E-payment system.
6. What are the types of electronic payment media?
7. List various business models. Explain C2C model.
8. Define e-commerce from an online perspective.
9. Explain any 2 drivers who promote e-commerce.

**Q-2 Answer the following. (Any Two)**

**[20]**

1. Why should one opt for B2C e-business transaction model.
2. One essential challenge of e-commerce in risk management- Elaborate.
3. E-commerce business is cheaper as compared to Traditional business- Elaborate.

**Q-3 Answer the following in detail. (Any Two)**

**[14]**

1. What are the drivers who promote E-commerce?
2. Write a short note on electronic Payment Media.
3. Explain B2C business model. How does B2C model works?