

**MODEL TEST PAPERS WITH SOLUTION FOR  
2<sup>ND</sup> SEMESTER.**

**SUBJECT: E-COMMERCE & BUSINESS  
COMMUNICATION.**

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# **E- COMMERCE**

## **MODEL QUESTION PAPER**

**SEMESTER-2**

**JUHIJAI SWAL**

## E-COMMERCE – GENERAL

Paper-GE-2.1Chg

Full Marks: 40

Time: 1hr 30mins

### GROUP – A

Attempt the following questions: 1x10= 10 marks

1. About more than 95% of all e-commerce revenues are currently generated by which form of e-commerce?
  - a. B2B
  - b. B2C
  - c. C2C
  - d. C2B
  
2. The advantage of e-commerce is:
  - a. Low operational cost.
  - b. It removes geographical barriers.
  - c. It offers better choices with price judgement.
  - d. All of the above
  
3. Logistic is the part of a supply chain involved with the forward and reverse flow of?
  - a. Goods.
  - b. Services.
  - c. Cash.
  - d. All of the above.
  
4. By integrating customer database with website, marketing can be improved and the benefits of electronic commerce relationship management(e-CRM) then include :
  - a. Achieve mass customisation.
  - b. Lower cost.
  - c. Targeting more cost-effectively.
  - d. All of the above.
  
5. The full form of CSC is :
  - a. Card security code.
  - b. Credit security code.
  - c. Card sender code.
  - d. Commercial security code.

6. Which of the following must be linked with Aadhar card?
- NEFT.
  - RTGS.
  - IMPS.
  - AEPS.
7. ERP supports \_\_\_\_\_ currency value.
- Single
  - Double
  - Multiple
  - Triple
8. Which of the following describes an ERP systems ?
- ERP systems provide a foundation for collaboration between departments.
  - ERP system enable people in different business areas to communicate.
  - ERP system have been widely adopted in large organisations to store critical knowledge used to make the decision that drive the organisation's performance.
  - All of the above.
9. The objectives of digital marketing should be \_\_\_\_\_ .
- SMART.
  - CORRECT.
  - ACCURATE.
  - DYNAMIC.
10. When was social commerce first introduced ?
- November 2005
  - November 2006
  - December 2005
  - December 2006

## **GROUP-B**

Attempt the following questions: 2x15=30 marks

11. For which products e-commerce is not suitable
  - a. High valued and perishable goods.
  - b. Low valued and perishable goods.
  - c. Goods of antique value and dress material.
  - d. All of the above.
  
12. Which of the following is correct?
  - a. E-business and e-commerce are synonymous.
  - b. E-commerce is a subset of e-business.
  - c. E-business is a subset of e-commerce.
  - d. E-business and e-commerce has got no relation.
  
13. Which of the following infrastructure are essential for carrying out B2B e-commerce?
  - i. Electronic data interchange
  - ii. Electronic fund transfer
  - iii. Corporate network
  - iv. World wide web
    - a. (i), (ii), (iii)
    - b. (i), (ii), (iv)
    - c. (i), (iii),(iv)
    - d. (ii),(iii),(iv)
  
14. Which of the following are examples of e-governance initiatives in our economy?
  - i. Computerisation of income tax payments
  - ii. Computerisation of passport services
  - iii. Existence of web pages of business houses
  - iv. Existence of cyber laws
    - a. (i),(ii)
    - b. (ii),(iii)
    - c. (iii),(iv)
    - d. (i),(iv)
  
15. Which of the following are not the features of E-SCM?
  - i. Horizontal network
  - ii. Synchronized operation
  - iii. Transparency
  - iv. Accountability
    - a. (i) and (iv)
    - b. (i) and (ii)

- c. (i) and (iii)
- d. (ii) and (iii)

16. The different phases of E-CRM are:

- i. Acquisition
- ii. Ownership
- iii. Operation
- iv. Retirements
  - a. (i),(ii) and (iv)
  - b. (ii),(iii) and (iv)
  - c. (i), (ii) and (iii)
  - d. None of these

17. The typical aim of the push approach to supply chain management is \_\_\_\_\_.

- a. To enhance product and service quality
- b. To reduce cost of distribution
- c. To reduce cost of new product
- d. Both (b) and (c).

18. The full form of CORE is :

- a. Commercial Online Reality Exchange
- b. Centralized Online Realtime Exchange
- c. Computer operated Rate Exchange
- d. Computerised Online Realtime exchange

19. Major components of CBS are:

- i. Data centre.
- ii. Delivery channel.
- iii. CBS application software.
- iv. Network connectivity.
- v. Weak business plan.
- vi. Absence of network connectivity.
  - a. (i),(ii) and (iii)
  - b. (i),(ii),(iii) and (iv)
  - c. (i), (iii) and (iv)
  - d. (i), (ii),(v) and (vi)

20. Which of the following refer to as market risk?

- a. Risk arises due to violation of laws, non-conformance with laws,rules,regulations etc.
- b. Risk arises due to non-compliance with different laws and regulations.
- c. Risk arises due to breach of security, major loss of public confidence, etc.

- d. All of the above.
21. In social media advertising ,satisfied customers give extra mileage to the business, with their \_\_\_\_\_ and \_\_\_\_\_ of the particular brand.
- Comments and likings
  - Product and content
  - Blogs and user profiles
  - Relationship and word of mouth.
22. In pay per click method, the advertiser makes the payment to the \_\_\_\_\_ website, as and when a customer/user \_\_\_\_\_ on to the advertisement.
- Host and clicks
  - Blogger's and pays
  - Informative and influences
  - Content and agrees
23. As processes become more automated and efficient,:
- It is best to treat ERP as an investment as well as a cost cutting measure.
  - It is not best to treat ERP as an investment as well as cost cutting measure.
  - It is best to treat ERP as disinvestment as well as a cost cutting measure.
  - It is best to treat ERP as an investment but not as a cost cutting measure.
24. When ERP system is introduced in a company, many employees find the transformation difficult to accept because of which of the two reasons;
- The employees are not provided proper training.
  - Employees who were earlier doing the work of recording information are transformed into decision makers.
  - Of fear of unemployment.
  - They fear that ERP system will revolutionise the way they live and work.
- (i) &(ii)
  - (iii)&(iv)
  - (ii)&(iv)
  - (i) & (iii)
25. Which is not a benefit of ERP?
- Security
  - Data manipulation
  - Flexibility
  - Productivity.

**ANSWERS**

1.a 2.d 3.d 4.d 5.a 6.d 7.c 8.d 9.a 10.a 11.a 12.c 13.a 14.a 15.a 16.a 17.d  
18.b 19.c 20.b 21.a 22.a 23.a 24.d 25.b

**BUSINESS**

**COMMUNICATION**

**MODEL QUESTION PAPER  
WITH SOLUTION**

**SEMESTER-2**

**SURYATA PRADHAN.**

BUSINESS COMMUNICATION- GENERAL

Paper: GE-2.1chg

Module II

Full Marks: 40

Time: 1hr 30 mins.

Q1) State the different elements in a communication process. (4)

OR

State the objectives of communication. (4)

Q2) "Feedback is the essence of communication". Justify the statement (4)

Q3) Write short notes on "horizontal communication" and "vertical communication". (6)

OR

What do you mean by Communication Network. Describe briefly the objectives of corporate communication. (6)

Q4) Write short notes on Email. State the benefits of using modern communication tools in business communication. (3+3)

Q5) Draft a letter for circulation among your customers informing them that your company has been forced to increase the price of its products due to rise in input and seeking their patronage as before. (10)

Q6) Draft the minutes of the Annual General Meeting of a Public Limited Company (10)

OR

Draft a letter to your bank requesting them to increase the limit for Overdraft facilities (10).

**Q1) State the different elements in a communication process. (4)**

**Ans:** In order to make a two-way communication process effective and to complete one cycle of communication it takes seven elements which are as follows:

- a) **SENDER:** The sender is the person who begins or transmits the communication process. The sender may be a superior, a subordinate, a colleague, a follower, a staff member or any other outsider who initiates the message, idea or information, etc.
- b) **Message:** It is the most important component of communication. It is the subject matter of communication which is transmitted after proper structuring and consist of fact, idea, a data, opinions, a decision or so on.
- c) **Encoding:** It is the process of putting thoughts and ideas of the message into signs or symbols form that is sent to the receiver. The signs or symbols constitute of words, pictures, charts, expressions, etc. The idea of encoding is to arrange these signs and symbols in a manner by which the thoughts of the sender are clearly understood by the receiver of the message.
- d) **Channel or Medium:** It is a path or a communication channel through which the message moves from the sender to the receiver. The sender must send the message through such channel that reach target audiences or receivers.
- e) **Decoding:** Decoding is just the opposite of Encoding. In decoding the signs and symbols used by the sender is converted or broken down into a language understandable by the receiver. The interpretation of the message takes place in decoding. The more the encoding matches with the decoding the more meaningful and successful is the communication process.
- f) **Receiver:** He is the person to whom the message was intended at. He receives the message, decodes and interprets it into his own understanding.
- g) **Feedback:** It is the response or reaction of the receiver of the message. Once the receiver gives his response or feedback, the cycle of communication is complete.

**OR**

**Q1) State the objectives of communication. (4)**

**ANS: The following are the objectives of communication:**

- a) **Establishment and fulfilment of targets:** The basic objective of business communication is to develop, establish and fulfill the targets of an organization as laid down in the plan and policies of the organization. For, the said purpose communication is used as a tool in fulfilling such plans.
- b) **Implementation of managerial decisions:** The decisions drawn up by the management is implemented without much delay, by the process of communication. The communication system of the business concerns helps employees to adjust with the changing situations, arising out of such decisions.
- c) **Providing motivation and inspiration to employees:** As communication intends to build increased understanding and mutual trust through cooperation, which paves the way for providing proper motivation and inspiration needed for ensuring job satisfaction, increased efficiency and higher productivity.
- d) **Removal of conflict and misunderstanding:** Proper and regular communication, discussions and meetings helps in removal of conflict and misunderstandings, if occurred in and organization.
- e) **Improvement of industrial relationship:** When there is free and smooth flow of information within the organization, particularly between the employer and employees, it results in a healthy relationship. This also affects the industry as a whole and helps in developing better industrial relationship.

**Q2) Feedback is the essence of communication”. Justify the statement (4)**

**ANS:**Communication is derived from the two latin words ‘communicare’ and ‘communis’. The word communis means common or sharing on the other hand communicare means to make something common.

Business communication means sharing of information or ideas or message between people within and outside an organization for some commercial purpose. It is the important and the major function of management, as without communication no other function can be executed with ease. Usually the forms of communication used are verbal conversations, official letters, e-mails, videoconference, etc.

In order to make the communication process effective the major element is feedback in the process of communication. Feedback is the response or reaction of the receiver of the message. Once the receiver gives his response or feedback, the cycle of communication is complete. Feedback helps the sender of the message to understand that the receiver has received and understood the message in the same sense as intended by him/her. Feedback helps to clear all doubts, misunderstanding in the communication process. Without feedback the process of communication remains incomplete. The process of communication comes to an end when the receiver receives the feedback from the sender. Henceforth, we can say that the feedback is the essence of communication. Without feedback the communication remains doubtful in the hands of the sender.

**Q3) Write short notes on “horizontal communication” and “vertical communication”.**  
(6)

**ANS:Vertical Communication:** Vertical Communication is that type of internal communication where information is transmitted from top to bottom or vice versa hierarchical levels of an organization. Hence, information flows within an organization from superior to subordinate or from subordinate to superior following an organizational structural pattern is known as vertical communication. It is further divided into two kinds on the basis of flow of information i.e. downward communication and upward communication.

- a) **Downward Communication:** when the information flows from the top level to lower level or from superior to subordinate is called as downward communication. Hence, in downward communication information flows in the form of orders, instructions, decisions, policies, general information, etc. from higher hierarchical level to lower hierarchical level following line of authority. Such information can be in written or oral form. For example, foreman instructing the workers about their assigned jobs.
- b) **Upward Communication:** It implies the flow of information from lower hierarchical to higher hierarchical level or from subordinate to superior. This type of communication helps to provide the superiors with their subordinates' feedback. Upward communication also enable subordinates to participate in decision-making processes by communicating their views and opinions to top level through hierarchical structure. It can take the form of reports, employee surveys, suggestion systems, request, etc. However, the environment created by the management of an organization must be such that it supports expressions of opinion by the subordinates.

**Horizontal (or Lateral) Communication:** It refers to the flow of information between individual and groups belonging to the same or different departments but who essentially belong to the same hierarchical level of an organization.

For example, when one assistant supervisor communicates with another assistant supervisor of same department. Types of information communicated through horizontal channels are information, request, suggestions, mutual problem, informal exchange of thoughts and so on. Such communication helps promote mutual understanding between individuals in an organization and builds better interpersonal relationships.

**Types of Horizontal Communication are:**

- a. **Intra-departmental problem solving:** In this type flow of information is between the individuals belonging to the same department to ensure accomplishments of departmental targets.
- b. **Inter-departmental co-ordination:** In this there is inter-departmental flow of message to ensure accomplishment of joint tasks involving efforts of individuals from different departments.

- c. **Staff advice to line departments:** Here there is flow of message from specialists of functional areas to line managers.

**OR Q3) What do you mean by Communication Network. Describe briefly the objectives of corporate communication. (2+4)**

**ANS:** Communication network refers as the pattern or the pathway of direction along which information flows among the members through different channels in an organization. The choice of communication network in an organization depends upon the nature of the tasks to be performed in groups and the required level of intra-group communication. Communication network provide the means for coordinating activities of the different employees or groups Belonging to different hierarchical levels of an organization.

**OBJECTIVES OF CORPORATE COMMUNICATION ARE AS FOLLOWS:**

1. **To establish coordination:** Sound corporate communication aims to achieve coordination among different departments and also between the activities of various employees of the organization for achieving the goals of the organization.
2. **Inculcates corporate culture in the employees:** By means of corporate communication employees of an organization are regularly updated about the viewpoint of an organization. This inculcates better corporate culture in them.
3. **Increases efficiency and effectiveness:** Sound corporate communicates helps to increase the efficiency and effectiveness of managerial activities.
4. **To take correct decisions:** Good corporate communication ensures transmission of appropriate and relevant information about the functioning and progress of an organization to all individuals across the various hierarchical levels of an organization. Being well informed, managers belonging to the different hierarchical levels of an organization can take correct decisions.
5. **Documentation of corporate communication:** All message communicated in the course of corporate communication, whether written or verbal must be properly documented for future reference, as and when necessity arises.

**Q4) Write short notes on Email. State the benefits of using modern communication tools in business communication. (3+3)**

**ANS: Email:** 'E-mail' or electronic mail is the fastest written means of communication, where messages are sent through a computer having internet connection. It is sent to a receiver or receivers having an e-mail address, anywhere in the world. Written information or messages are sent along with attachments of files if necessary. It has the advantage of 24\*7 communication access within seconds to any receiver having an e-mail address. It is suitable for transmitting any kind of messages, pictures, drawings, designs and more.

The users are communicated by an email address that comprises of the following constituent:

- ◆ **Username or Login ID:** This is the identity of the user having a unique name.
- ◆ **Domain name:** This is the name of the organization that provides internet service.
- ◆ **Divider:** In the user name there is a "@" that splits up the user name from the domain name. Also, there is a use of the "."(dot) which is used as a divider or separator.
- ◆ **Country Code:** Sometimes we find a country code is used in abbreviated form such as 'In.' for India or 'UK' for United Kingdom. For example [abc@gmail.co.in](mailto:abc@gmail.co.in), and so on.
- ◆ **Password:** There is need of a password through which the mailbox can be accessed. This password is created by the user and is strictly confidential.

Today e-mail has gained a lot of importance and has become an indispensable tool for modern day communication throughout the globe.

#### **BENEFITS OF COMMUNICATION TOOLS IN BUSINESS COMMUNICATION ARE AS FOLLOWS:**

- ❖ **Economy of time and cost:** The tool of communication such as telephone, mobile, email, fax, etc., saves both time and cost of the receiver and the sender of messages or information. They are helpful in sending messages, draft, pictures, etc., from one part of the world to the other within no time, thereby minimizing the cost and time.
- ❖ **Eradication of miscommunication and confusion:** The tools of communication leave no scope to create confusion and removes any possibility of miscommunication.
- ❖ **Enables proper and timely response:** Through the communication tools, messages or information sent can get easy and prompt response, which helps in making significant business decisions.
- ❖ **Increase in efficiency:** The tools of communication are instrumental in increasing efficiency of the business thereby resulting in a rise in its productivity.
- ❖ **Secrecy can be maintained:** Any private or confidential message can be kept secret with the use of communication tools such as email or telephones.

**Q5) Draft a letter for circulation among your customers informing them that your company has been forced to increase the price of its products due to rise in input and seeking their patronage as before. (10)**

**NECESSARY GOODS**

**23/5 Hakim Para Road, Phase 2  
Kolkata-789886**

Circular No.: C/02/20

Date: 1<sup>st</sup> April, 2020

**Sub: 'Increase in Price'.**

Dear Customers,

We regret to inform you that due to the uncertain situation that have been arise from the Epidemic Covid-19 we are compelled to increase the price of all our product by 15% with effect from 10<sup>th</sup> April, 2020. Such a decision has to be taken because of the uncertain unavoidable situation there has been an increase in the Raw Material, Labour and Overhead leading to increase in the Cost of Production and transport charges.

Difficulties caused to all the customers in this context are regretted by us. However we assure you that the quality of the product will not be compromised it will remain same as before. As the increase in price is due to the uncontrollable factor we request and hope from the customers to cooperate and bear with us.

We expect the patronage from your end as before.

Thanking You.  
Sumiran Das

Yours Sincerely,  
Sales Manager

**Q6) Draft the minutes of the Annual General Meeting of a Public Limited Company (10)**

**ABC CO. LTD.**

**Registered Office: 26/2G, Gariahat Road, Kolkata-700007.**

Minutes of the 15<sup>th</sup> Annual General Meeting of the shareholders of ABC CO. Ltd. held on Tuesday 19th May, 2020 at 1p.m. at its registered office.

**PRESENCE:**

Mr. Rajesh Agarwal	Chairman and Managing Director
Mrs. Susmita Roy	Independent Director
Mr. Mithu Guha Mallick	Independent Director
Mr. Milan Tripathi	Independent Director
Mr. Ranbir Dey	Secretary
Mr. Karan Patel	CFO
Mr. Rajesh Jaiswal	Company Secretary
Mr. Amit Roy	Auditor (Present by Invitation)

**MEMBERS PRESENT:**

The meeting was attended by 535 shareholders out of whom 529 were present in person and 6 shareholders through proxy.

- ❖ **Chairman of the meeting:** Mr. Rajesh Jaiswal, the company secretary of the company informed the members that Mr. Avijit Ghosh, Chairman of the company was unable to attend the meeting owing to his prior appointments. Mr. Rajesh Agarwal the Managing Director of the company was Unanimously declared as the chairman of the meeting in his absence.
- ❖ **Notice of the Meeting:** The secretary read out the notice dated 25<sup>th</sup> February, 2020 convening Annual General Meeting.
- ❖ **Director's Report and Accounts:** With the consent of the meeting, the Directors report and accounts as circulated were taken as read and adopted.
- ❖ **Auditor's Report:** Mr. Amit Roy, the auditor of the company, read his report regarding The company's Accounts and Balance Sheet. Thereafter, the report was adopted.
- ❖ **Chairman's Address:** The chairman addressed the meeting and informed the members about the problems and prospect of the company. He invited questions from members with respect to the report and accounts and answered their queries.
- ❖ **Adoption of the Report and the Accounts:** On the motion of the Chairman, seconded by Mr. Subhash Roy it was "Resolved that the profit and loss account for the year ended 31<sup>st</sup> March, 2019 and the balance sheet as on that date, director's report,

auditor's report thereon be and are hereby adopted." The resolution was unanimously accepted by show of hands.

- ❖ **Appointment of Director:** Mr. A proposed and Mr. B seconded the following resolution: 'Resolved that Mr. C who retired by rotation and being eligible, offers himself for reappointment, he is hereby appointed as director of the company'. The resolution was unanimously accepted by show of hands.
- ❖ **Appointment of Auditor:** Mr. X proposed and Mr. Y seconded the following resolution: 'Resolved that Mr. Amit Roy, is hereby appointed as auditor of the Company for the current financial year at a remuneration of Rs. 2,00,000 per annum.' The resolution was unanimously accepted by Show of hands.
- ❖ **Declaration of Dividend:** Mr. X proposed and Mr. Y seconded the following resolution: 'Resolved that pursuant to the recommendations made by the Board of Directors of the company dividend at the rate of 20% be and is hereby Declared out of current profits for the year ended 31<sup>st</sup> March, 2019 and be paid on all shares that appears on the Share Registrar of the company as on the book closure date.' 'Resolved further that dividend warrants be posted within 42 days hereof to all shareholders who are entitled to receive the payment.'
- ❖ **Special Business:** Maintenance of Register of Members and Index of Members by Registers and Transfer Agents of the company, Karvy Computershare Pvt. Ltd., 22B/E, S.N. Banerjee Road, Kolkata-700089.
  - ✚ Mr. S proposed and Mr. Q seconded the following resolution:
  - ✚ 'Resolved that pursuant to section 94 of the Companies Act, 2013, Register of Members and Index of Members be maintained by Registrars and Transfer Agents of the company, Karvy Computershare Pvt. Ltd., 22B/E, S.N. Banerjee Road, Kolkata-700089.
  - ✚ The resolution was put to vote and unanimously accepted by show of hands.
- ❖ **Vote of thanks:** The meeting ended with the vote of thanks to the chair.

Kolkata  
Date: 29th May, 2020.

Sd/-  
Mr. Ranbir Dey  
Secretary

Sd/-  
Mr. Rajesh Agrawal  
Chairman

**OR Q6)Draft a letter to your bank requesting them to increase the limit for Overdraft facilities (10).**

Neo Technologies  
38, R. D. Road  
Salkia, Howrah-711102

**Telephone:** (033)2245-0695

**Fax:** (033) 2245-0697

<http://www.neo.com>

**Ref No.:** 25/NT/20

**Email:** neo@gmail.com

**Website:**

**Date:** 15<sup>th</sup> January 2020

To,  
The Manager  
State Bank of India  
Salkia Branch  
44, N. S. Road  
Howrah-711106

**Sub: Request for increasing the overdraft limit**

Dear Sir,

We are one of your valued customers having current account (No. being CC4256) since 1996. It is worth mentioning here that, we have been enjoying overdraft facilities to the tune of ₹. 1,00,000/-. We have recently got an order of ₹. 3,00,000/- from Balmer Winslet & Co. for the supply of bearings to be delivered by 20<sup>th</sup> February 2020. Unfortunately, our present working capital structure is restricting us from executing the order.

We therefore request you to kindly increase the overdraft limit from ₹. 1 Lakh to ₹. 1.5 Lakh so that, we can win over our financial shortcomings and execute the order on time.

We will be happy to furnish any securities for the said purpose, if necessary.

Hope to get a favourable response at the earliest opportunity.

Thanking you.

Yours faithfully,  
For Neo Technologies  
D. Ghosh  
(Manager)

