



‘সমানো মন্ত্র: সমিতি: সমানী’

UNIVERSITY OF NORTH BENGAL
BBA Minor 2nd Semester Examination, 2025

BBAHMIN202-BBA

E-COMMERCE

Time Allotted: 2 Hours 30 Minutes

Full Marks: 60

The figures in the margin indicate full marks.

GROUP-A

Answer any *two* questions from the following

12×2 = 24

1. Discuss the various features of e-commerce. Explain the B2C business model of e-commerce. 8+4
2. Explain the orientation and standardisation required for e-payment businesses. 12
3. What is e-banking? Discuss the merits and demerits of e-banking. 4+8
4. Explain the concept of e-governance. Briefly describe few e-governance interaction models. Give some examples of e-governance initiatives in India. 3+6+3

GROUP-B

5. Answer any *four* questions from the following:

6×4 = 24

- (a) State the vulnerabilities in an e-commerce environment. 6
- (b) What are the contents of a Digital Signature Certificate (DSC)? 6
- (c) State the acknowledgement of electronic records as per the IT Act, 2000. 6
- (d) What are the major security threats in e-commerce? 6
- (e) Explain the role of encryption and digital signatures in e-commerce. 6
- (f) What is cyber law? Mention its importance in e-commerce. 2+4

GROUP-C

6. Answer any *four* questions from the following:

3×4 = 12

- (a) Briefly discuss the merits and demerits of debit cards. 3
- (b) Mention three benefits of electronic fund transfer. 3
- (c) Give three examples of UPI-based payment systems. 3
- (d) What are the components of Electronic Data Interchange (EDI)? 3
- (e) What is a payment gateway? 3
- (f) State the benefits of e-tailing. 3

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সমানো মনঃ সমিতিঃ সমানী

UNIVERSITY OF NORTH BENGAL
SEC 2nd Semester Examination, 2025

SEC - POOBSEC220-COMMERCE
DIGITAL MARKETING

Time Allotted: 2 Hours

Full Marks: 40

The figures in the margin indicate full marks.

GROUP-A / বিভাগ-ক / সমূহ-ক

1. Answer any **five** questions: 1×5 = 5
যে-কোন **পাঁচটি** প্রশ্নের উত্তর দাওঃ
কুনৈ **পাঁচ** প্রশ্নকা উত্তর লেখনুহোস্ —
- (a) Write the full form of POEM. 1
POEM-এর সম্পূর্ণ আকার লেখ।
POEM কে পূর্ণ রূপ লেখনুহোস্।
- (b) What is SEO? 1
SEO কি ?
SEO কে হো ?
- (c) Define Digital Marketing. 1
Digital Marketing-এর সংজ্ঞা লেখ।
ডিজিটাল মার্কেটিং পরিभाषিত গনুহোস্।
- (d) What is Google Bot? 1
Google Bot কি ?
Google Bot কে হো ?
- (e) Name four popular Digital Marketing tools. 1
চারটি জনপ্রিয় Digital Marketing tools-এর নাম লেখ।
চারবটা লোকপ্রিয় ডিজিটাল মার্কেটিং উপকরণহরুকা নাম লেখনুহোস্।
- (f) Give the full form of SEM. 1
SEM-এর সম্পূর্ণ আকার লেখ।
SEM কো পূর্ণ রূপ লেখনুহোস্।
- (g) What is CMS? 1
CMS কি ?
CMS কে হো ?
- (h) Give two challenges faced by Digital Marketers. 1
Digital ব্যবসায়ী দ্বারা অনুভূত দুটি বাধার উল্লেখ কর।
ডিজিটাল মার্কেটারহরুলে সামনা গর্নৈ দুইবটা তুনৌতীহরু উল্লেখ গনুহোস্।

GROUP-B / বিভাগ-খ / সমূহ-খ

2. Answer any **three** questions: 5×3 = 15
যে-কোন **তিনটি** প্রশ্নের উত্তর দাওঃ
কুনৈ **তিন** প্রশ্নকা উত্তর লেখনুহোস্ —
- (a) Discuss in brief different Digital Marketing strategies. 5
বিভিন্ন Digital Marketing পছার (strategy) সংক্ষিপ্ত আলোচনা কর।
বিভিন্ন ডিজিটাল মার্কেটিং রণনীতিহরুকা সংক্ষেপমা চলফল গনুহোস্।

- (b) Write short note on Content Creation. 5
Content Creation-एर उपर संक्षिप्त विवरण दाओ।
Content Creation मा एक छोटा नोट लेख्नुहोस्।
- (c) What are Google Search Ads? Explain their uses. 5
Google Search Ads बलते कि बोरड ? एर व्यवहार कि ?
Google Search Ads के हो ? यसको प्रयोगहरू व्याख्या गर्नुहोस्।
- (d) What is the role of video marketing in digital promotion? What does CPM stand for in online advertising? 5
Digital Promotion-ए video marketing-एर भूमिका कि ? Online विज्ञापन-ए CPM-एर सम्पूर्ण आकार लेख।
Digital promotion मा Video marketing को भूमिका के छ ? अनलाईन विज्ञापनमा CPM के हो ?
- (e) Discuss about different channels of Direct marketing. 5
Direct marketing-एर विभिन्न शृणाली (channels) गुलि आलोचना कर।
Direct marketing को विभिन्न वितरण मार्गहरू छलफल गर्नुहोस्।

GROUP-C / বিভাগ-ग / समूह-ग**Answer any two questions**

10×2 = 20

ये-केन दुटि प्रश्नर उत्तर दाओ
कुनै दुई प्रश्नका उत्तर लेख्नुहोस्

3. Discuss about advantages of Digital Marketing over Traditional Marketing. How SEO works? 6+4
प्रथागत Marketing-एर सापेक्षे Digital Marketing-एर सुविधागुलि आलोचना कर। SEO किभावे काज करे ?
डिजिटल मार्केटिङको परम्परागत मार्केटिङमाथिको लाभहरूबारे छलफल गर्नुहोस्। SEO कसरी काम गर्छ ?
4. State advantages and disadvantages of Direct marketing. How does social media marketing flourish today? 6+4
Direct Marketing-एर सुविधा एवं असुविधागुलि लेख। वर्तमाने सामाजिक माध्यमेर व्यवसा किभावे दिने दिने उन्नति करछे ?
डिजिटल मार्केटिङको फाइदा र बेफाइदाहरू उल्लेख गर्नुहोस्। आज social media marketing कसरी फलिरहेको छ ?
5. What are the functions and significance of Web Analytics? Discuss in brief the digital advertising tools. 5+5
Web Analytics-एर काज एवं तात्पर्य व्याख्या कर। विभिन्न Digital विज्ञापन tools-एर सम्पर्के संक्षेपे आलोचना कर।
Web Analytics को कार्य र विशेषताहरू के के हुन् ? डिजिटल विज्ञापन उपकरणहरूको संक्षेपमा छलफल गर्नुहोस्।
6. Write short note on Email-marketing and influencer marketing. What are Hashtags? Discuss about role of Facebook in Digital Marketing. 3+3+4
Email-marketing एवं Influencer marketing-एर उपर संक्षिप्त नोट लेख। Hashtag कि ?
Digital Marketing-एर उपर Facebook-एर प्रभाव उल्लेख कर।
ई-मेल मार्केटिङ अनि influence मार्केटिङ माथि छोटा नोट लेख्नुहोस्। Hashtag के हो ? डिजिटल मार्केटिङमा फेसबुकको भूमिकाबारे छलफल गर्नुहोस्।

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সমানো মন্ত্র: সমিতি: সমানী

UNIVERSITY OF NORTH BENGAL
AEC 2nd Semester Examination, 2025

AEC - ENGLAEC002-COMPULSORY ENGLISH
ENHANCING READING AND WRITING SKILLS

Time Allotted: 2 Hours 30 Minutes

Full Marks: 60

The figures in the margin indicate full marks.

1. Answer any *two* questions from the following: 10×2 = 20
 - (a) Critically appreciate the poem "Daffodils".
 - (b) How does Wordsworth use nature in the poem "Daffodils"?
 - (c) Discuss the speaker's emotional response to the captain's death and how does the poem convey the speaker's grief and sense of loss in the poem "O Captain! My Captain!".
 - (d) Critically analyze the poem "O Captain! My Captain!".
 - (e) Discuss the speaker's attitude towards her oppressors in the poem "Still I rise".
 - (f) Discuss the significance of the title, "Still I Rise".
 - (g) Critically appreciate the poem "Where the Mind is Without fear".
 - (h) Analyze the vision of free and enlightened society that Tagore highlight through his poem "Where the Mind is Without fear".

2. Answer any *two* questions from the following: 10×2 = 20
 - (a) Discuss the character of the old man in the story "Old man at the Bridge".
 - (b) What does Hemingway want to convey about the effects of war through the story?
 - (c) Discuss the significance of the title "How a Client was Saved".
 - (d) How did Gandhiji approach Parsi Rustomji's case, and what principles did he apply?
 - (e) Analyze the characters in Dorothy Parker's "The Telephone Call".
 - (f) Comment on the ending of "The Telephone Call".
 - (g) Analyze the theme of love and sacrifice in the story "The Gift of the Magi".
 - (h) Analyze the character of Della in "The Gift of the Magi".

3. Answer any *two* questions from the following: 10×2 = 20
 - (a) Write a report of a cultural event held in your college.
 - (b) Write a paragraph on "Friendship".
 - (c) Write a CV to apply for the post of a Teacher in a private school.
 - (d) Write a letter to the editor of a newspaper about the necessity of planting more trees in your locality.

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IDC - COMMIDC212-BASICS OF ACCOUNTING

Time Allotted: 1 Hour 30 Minutes

Full Marks: 40

*The figures in the margin indicate full marks.***Instruction**

The candidate should indicate the correct Name, Centre Name, Registration No., Course/Paper Code, Question Booklet Series, Question Booklet SET on the OMR Answer-Sheet otherwise the Answer-Sheet will not be evaluated and the candidate will be solely responsible for it.

Each question has four alternative answers. The candidate has to darken only one circle/bubble on the Answer-Sheet using black/blue ballpoint pen indicating the correct answer as shown below. If more than one answer / option is found darkened, then the question will be treated wrong and will not be evaluated.

Example: Correct Method: ○ ● ○ ○ Wrong Method: ✗ ⊗ ⊙ ⊕

Answer all the questions

1×40 = 40

- According to the 'Golden Rules' of Accounting, "Debit the receiver, credit the giver" applies to
(A) Real Accounts (B) Nominal Accounts
(C) Personal Accounts (D) All of these
- Money received from the sale of old furniture is generally considered a
(A) Revenue receipt (B) Capital receipt
(C) Operating income (D) Extra ordinary income
- Under the cash basis of accounting revenue is recognised when
(A) It is earned (B) It is realised
(C) Cash is received (D) The service or goods are provided
- An accounting cycle ends after
(A) Balancing the accounts (B) Preparation of trial balance
(C) Preparation of final accounts (D) All of these
- A double-column cash book records transaction related to
(A) Cash only (B) Bank only
(C) Both cash and bank (D) Credit purchases and sales
- Opening inventory = ₹10,000, purchase = ₹1,00,000, Sales = ₹80,000 and margin 20% on sale, closing inventory is
(A) ₹46,000 (B) ₹20,000 (C) ₹27,500 (D) None of these
- Salvage value is also known as
(A) Historical cost (B) Book value (C) Scrap value (D) Depreciable cost

FYUGP/IDC/2nd Sem./COMMIDC212/2025

8. The profit & loss account primarily shows
 - (A) The net profit or net loss of the business
 - (B) The financial position of the business
 - (C) The gross profit or gross loss of the business
 - (D) The cash inflows and out flows of the business
9. If profit is 20% on sales profit is
 - (A) 25% on cost
 - (B) 16% on cost
 - (C) $33\frac{1}{3}\%$ on cost
 - (D) None of these
10. Preliminary expenses is
 - (A) a revenue expenditure
 - (B) capital expenditure
 - (C) deferred revenue expenditure
 - (D) all of these
11. Payment of lawyer's fees for defending the title of a property is
 - (A) Capital Expenditure
 - (B) Revenue Expenditure
 - (C) Prepaid Expenses
 - (D) None of these
12. Gross profit is the difference between
 - (A) Sales and purchase
 - (B) Sales and the cost of goods sold
 - (C) Sales and total expenses
 - (D) Only (A) and (B)
13. Capital is
 - (A) Total assets of the business
 - (B) Difference between income and expense
 - (C) Difference between assets and liabilities
 - (D) Only (A) and (B)
14. A debit to an account may
 - (A) increase expense
 - (B) decrease an asset
 - (C) increase a liability
 - (D) increase in income
15. A trial balance is
 - (A) an account
 - (B) a statement
 - (C) a financial statement
 - (D) All of these
16. The trading account primarily shows
 - (A) the net profit or net loss of the business
 - (B) the financial position of the business
 - (C) gross profit or gross loss of the business
 - (D) the cash inflows and outflows of the business
17. Which of the following item is shown on the debit side of the trial balance
 - (A) Discount allowed
 - (B) Sales
 - (C) Capital
 - (D) None of these
18. The account equation represents
 - (A) income statements
 - (B) balance sheet
 - (C) statement of cash flows
 - (D) discount allowed
19. Depreciation refers to the
 - (A) increase in the value of an asset overtime
 - (B) allocation of the cost of a tangible asset over its useful life
 - (C) physical wear and tear of an asset
 - (D) process of valuing and asset at its market price
20. Which of the following is considered as current asset?
 - (A) Land
 - (B) Accounts payable
 - (C) Inventory
 - (D) Long-term investment

21. A ledger is used for
(A) Recording of journal entries
(B) Summarizing financial transactions into accounts
(C) Preparing the trial balance
(D) Calculating profit or loss
22. The primary purpose of financial statements is to
(A) Compute tax liabilities
(B) Provides financial information to stakeholder's
(C) Record daily transactions
(D) Control cost
23. What type of account is "Accounts Receivable"?
(A) Liability (B) Asset (C) Revenue (D) Expense
24. What does "double entry accounting" mean?
(A) Each transaction is recorded twice
(B) Every transaction affects two accounts
(C) Cash transactions are recorded first
(D) Transactions are recorded only when approved
25. If a company's total assets are ₹2,00,000 and total liabilities are ₹80,000, what is the owner's equity?
(A) ₹2,80,000 (B) ₹1,20,000 (C) ₹80,000 (D) ₹1,50,000
26. A company sold goods worth ₹30,000 on credit. What is the correct journal entry?
(A) debit cash ₹30,000; Credit sales ₹30,000
(B) debit accounts receivable ₹30,000; credit sales ₹30,000
(C) debit sales ₹30,000; Credit accounts payable ₹30,000
(D) debit inventory ₹30,000; credit accounts payable ₹30,000
27. The bank reconciliation statement is prepared to
(A) correct errors in the cash-book
(B) correct errors in the bank statement
(C) reconcile the difference between the cash book bank balance and bank statement balance
(D) identify fraudulent transactions
28. The cash book is considered both a book of original entry and a _____.
(A) Trial balance (B) Ledger
(C) Financial statement (D) Balance sheet
29. In a cash book what does the debit side represent?
(A) Expenses incurred (B) Cash inflow
(C) Loan transactions (D) Cash outflow
30. If an asset costs ₹50,000, has a residual value of ₹5,000, and a useful life of 10 years, what is the annual depreciation using the straight-line-method?
(A) ₹5,000 (B) ₹4,500 (C) ₹4,000 (D) ₹3,500
31. Which expense is classified as an indirect expense?
(A) Raw material costs (B) Manufacturing costs
(C) Advertising costs (D) Direct labour wages

FYUGP/IDC/2nd Sem./COMMIDC212/2025

32. The closing balance of the profit and loss account is transferred to
(A) Assets section of the balance sheet (B) Trading account
(C) Owner's capital account (D) Cash-flow-statement
33. The profit earned after deducting all expenses from revenue is called
(A) Gross profit (B) Operating profit (C) Net profit (D) Contribution margin
34. If a business incurs a loss, how is it recorded in the balance sheet?
(A) As an asset (B) As a liability
(C) Deducted from the capital account (D) Added to retained earnings
35. An expense that does not involve cash outflow but is still recorded in the profit and loss account is
(A) Rent expense (B) Depreciation expense
(C) Loan repayment (D) Inventory purchase
36. The golden rule "Debit all expenses and losses, credit all incomes and gains" applies to which account
(A) Nominal Account (B) Real Account
(C) Personal Account (D) Assets Account
37. A business purchases furniture for ₹50,000. Which golden rule is applied?
(A) Debit receiver, credit giver (B) Debit what comes in, credit what goes out
(C) Debit expenses, credit income (D) Debit liabilities, credit assets
38. A business borrows ₹1,00,000 from a bank. What is the correct journal entry?
(A) Debit bank loan ₹1,00,000; Credit interest expense ₹1,00,000
(B) Debit cash ₹1,00,000; Credit bank loan ₹1,00,000
(C) Debit accounts payable ₹1,00,000; Credit bank loan ₹1,00,000
(D) Debit interest expense ₹1,00,000; Credit cash ₹1,00,000
39. What type of transaction requires a contra entry in the cash book?
(A) Cash discount
(B) Depreciation
(C) Transfer between cash and bank accounts
(D) Purchase of assets
40. Which journal entry is recorded for an outstanding electricity bill of ₹3,500?
(A) Debit electricity expense ₹3,500; credit cash ₹3,500
(B) Debit accounts payable ₹3,500; credit electricity expense ₹3,500
(C) Debit electricity expense ₹3,500; Credit accounts payable ₹3,500
(D) Debit cash ₹3,500; credit electricity expense ₹3,500

आंग्रेजी प्रश्न देखिए
इंगरेजि प्रश्न देख
आंग्रेजी प्रश्न देखनुहोस्

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