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Semester II  
GE 2.1 Chg

# E-commerce and Business Communication



As per  
new B Com  
CBCS syllabus  
2017  
for CU



- Follows B Com Syllabus for E-commerce and Business Communication completely
- Includes 300+ chapter-end questions

Urmi Datta ■ Neha Somani

# E-commerce and Business Communication

*E-commerce and Business Communication* is designed to serve as an undergraduate textbook for B Com students of University of Calcutta. Written in a student-friendly manner, the book provides a complete coverage to the syllabus as well as gives numerous MCQs and other objective questions for students to practice.

The book is divided into two modules. The first module deals with 'E-commerce' and provides discussion on various e-commerce models, significance of e-governance, and strategies for successful e-CRM business framework. Digital payments, phases of ERP implementation, and latest trends in the field of e-commerce including social media have been covered in detail too. The second module on 'Business Communication' introduces effective communication along with its types and tools. It also discusses the significance of communication in conflict resolution and includes a chapter on *Drafting* covering important points for writing Resume, Business letters, Circulars, and more.

## Key Features

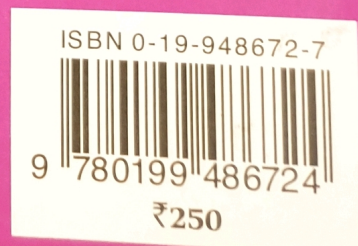
- Completely meets the requirements of Calcutta University B Com course on E-commerce and Business Communication
- Discusses new trends in the field of e-commerce including digital payments as also the emergence of communication technology and modern forms of communication used
- Provides 300 + chapter-end Questions that follow the university question paper pattern
- Includes previous years question papers

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As per new BCom CBCS syllabus 2017 for CU

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