

AMIETE – IT (OLD SCHEME)

Code: AT16
Time: 3 Hours

DECEMBER 2010

Subject: E-COMMERCE
Max. Marks: 100

NOTE: There are 9 Questions in all.

- Question 1 is compulsory and carries 20 marks. Answer to Q.1 must be written in the space provided for it in the answer book supplied and nowhere else.
- The answer sheet for the Q.1 will be collected by the invigilator after half an hour of the commencement of the examination.
- Out of the remaining EIGHT Questions answer any FIVE Questions. Each question carries 16 marks.
- Any required data not explicitly given, may be suitably assumed and stated.

Q.1 Choose the correct or the best alternative in the following: (2×10)

- a. E-Commerce is associated with the buying and selling of via computer networks:
- (A) Information (B) Products
(C) Services (D) All of above
- b. The rules which facilitate effective flow of information between computers are called:
- (A) Application layer (B) Presentation layer
(C) Transport layer (D) Protocol
- c. E-Commerce applications follow the following model:
- (A) Client server (B) Protocol server
(C) Application server (D) Proxy server
- d. Secret-key cryptography involves:
- (A) The use of public keys (B) The use of pair of keys
(C) The use of shared key (D) The use of private key
- e. HTML is:
- (A) The markup language used browsing for internet
(B) The markup language used for creating documents on the WWW
(C) The markup language used for file security
(D) The markup language used for multimedia

- f. Patient buyers:
 - (A) Purchase products quickly
 - (B) Do substantial research before making the decision to purchase products or services
 - (C) Purchase products after making some comparisons
 - (D) Do not purchase products

- g. Mercantile process using Digital cash involves:
 - (A) The use of anonymous e-cash
 - (B) The use of credit-cards
 - (C) The use of electronic fund transfer
 - (D) The use of electronic clearing house

- h. Electronic fund Transfer is initiated through:
 - (A) Electronic terminal
 - (B) Telephone instrument
 - (C) Computer
 - (D) All of above

- i. Electronic cash must have the following properties:
 - (A) Monetary value
 - (B) Non-interoperability
 - (C) Non-retrievability
 - (D) None of above

- j. Credit card payments on on-line networks can be made by:
 - (A) Using plain credit card details
 - (B) Using encrypted credit card details
 - (C) Using third-party verification
 - (D) All of above

Answer any FIVE Questions out of EIGHT Questions.
Each question carries 16 marks.

- Q.2** a. What do you understand by Supply Chain Management? What are the functions included in Supply Chain Management? (8)
- b. What is e-commerce? What are the key differences between traditional commerce and e-commerce? (8)
- Q.3** a. What are Protocols? Explain the TCP/IP internet protocol along with their functions. (8)
- b. What is digital signature? How is it used for authentication? (8)
- Q.4** a. What is encryption? What purpose does it serve? (4)
- b. Briefly describe the commonly noticed threats to e-commerce resources? (4)
- c. What does the Web encompass? (8)

- Q.5** a. Briefly explain Uniform Resource Locators? (4)
- b. What are the various activities consisted in business process model from a consumer's perspective? (4)
- c. Explain the various steps involved in mercantile transactions using credit cards. (8)
- Q.6** a. What are the three categories in which credit cards-based payments can be divided? (8)
- b. What are the benefits of Smart Cards? (4)
- c. What are the benefits of electronic cash? (4)
- Q.7** a. Define Electronic Data Interchange (EDI)? Explain the four layers specified by EDI architecture? (8)
- b. What are the tangible benefits of EDI? (4)
- c. Brief explain Automated Clearing House (ACH) Transfers? (4)
- Q.8** a. What are the two issues on which customization focuses? Discuss briefly. (8)
- b. What is Multipurpose Internet Mail Extensions (MIME)? What purpose do the MIME serve? (4)
- c. What are the advantages and disadvantages of MIME? (4)
- Q.9** Write short notes on the following:
- (i) E-Wallets
 - (ii) Work-flow automation
 - (iii) Categories of e-commerce
 - (iv) Domain name system (4x4)