AMIETE – IT (NEW SCHEME) - Code: AT77

Subject: E-COMMERCE

Time: 3 Hours

DECEMBER 2010

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. The rules which facilitate effective flow of information between computers are called:

   (A) Application layer   **(B)** Presentation layer
   (C) Transport layer   **(D)** Protocols

b. Network layer of TCP/IP protocol suite architecture handles:

   (A) The one specific user application
   (B) The details of the communication media
   (C) All the hardware details of physically interfacing with the cable
   (D) The flow of data between two hosts

c. E-commerce is associated with the buying and selling of the following via computer networks:

   (A) Information   **(B)** Products
   (C) Services   **(D)** All of above

d. HITS/second metrics used to assess the success of sites:

   (A) Measures the percentage of users who not only view an online ad but also click on it to get to the Web page behind it.
   (B) Measures the number of dollors/sec derived from sales from an e-commerce site
   (C) Reflects the number of individual pages served per day
   (D) none of above

e. 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.

f. Electronic cash must have the following properties:

   (A) Monetary value.   **(B)** Non-interoperatibility
   (C) Non-retrievability   **(D)** None of above

g. Pretty Good Piracy is an implementation of:

   (A) Public-key cryptography
   (B) Private-key cryptography
   (C) Paired-key cryptography
   (D) none of above

h. HTML is:

   (A) The markup language used for browsing the 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

i. E-commerce applications follow the following model:

   (A) Client server   **(B)** Protocol server
   (C) Application server   **(D)** Proxy server

j. Web Portal is a

   (A) Website   **(B)** Internet Protocol
   (C) HTML   **(D)** Search Engine

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

Q.2 a. What is e-commerce? Explain the advantages of e-commerce.   **(8)**

  b. Explain the various e-business models based on the relationship of transaction
      parties.   **(8)**

Q.3 a. What is an IP address? Briefly explain dynamic IP address and static IP address.
                                                                                 (8)

  b. What are protocols? Explain the architecture of TCP/IP protocol suite.   **(8)**

Q.4 a. What are the reasons for the growing importance of e-advertisements? **(8)**

   b. What is online marketing? Discuss its various advantages. **(8)**

Q.5 a. Explain the various properties of e-cash. **(8)**

   b. What are digital signatures? How digital signature technology works? **(8)**

Q.6 a. Explain the concept of Supply Chain Management? What are the functions included in Supply Chain Management? **(8)**

   b. What is customer relationship management? Explain the three stages in which strategy for e-CRM can be visualized. **(8)**

Q.7 a. What do you understand by Data warehousing? What are the functions of a Data Warehouse? **(8)**

   b. What do you understand by Data-Mining? What are the capabilities provided by data-mining technology to generate new business opportunities? **(8)**

Q.8 a. Explain the steps involved in retrieving information from a Web server by using Wireless Application Protocol. **(8)**

   b. What is the future of Mobile Commerce in India? Discuss briefly. **(8)**

Q.9 a. What is Phishing? Discuss briefly. **(8)**

   b. What are the advantages and disadvantages associated with outsourcing web-design? **(8)**