

Code: AT16

Subject: E-COMMERCE

**AMIETE – IT (OLD SCHEME)**

Time: 3 Hours

**DECEMBER 2011**

Max. Marks: 100

**NOTE: There are 9 Questions in all.**

- Please write your Roll No. at the space provided on each page immediately after receiving the Question Paper.
- 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 45 Minutes 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. Who first proposed HTML?

- (A) Bill Gates (B) Steve Jobs  
(C) Tim Berners-Lee (D) Larry Page

b. Worm is a self replicating program that is self-contained and does not require a host program

- (A) True (B) False

c. Information retrieval, secure messaging, data and transaction messaging are the functions of:

- (A) Client Browser (B) www Server  
(C) Third party services (D) none of the above

d. In general, Consumers can be categorized into: (i) Impulsive buyers (ii) Patient buyers (iii) Analytical buyers

- (A) (i) and (ii) (B) (ii) and (iii)  
(C) (i) and (iii) (D) (i), (ii) and (iii)

e. Biggest funds transfer system in US is:

- (A) Fedwire (B) Bankwire  
(C) DES (D) SWIFT

f. In the context of Efficient Customer Response (ECR), CPR stands for

- (A) Customer Productivity Ratio  
(B) Consumer Product Region  
(C) Continuous Product Replenishment  
(D) None of the above

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- g. A famous author in his 1985 book, "Competitive Advantage" introduced the concept of value chains. His name is \_\_\_\_\_.
- (A) Adam Smith (B) CK Prahlad  
(C) Michael Porter (D) None of the above
- h. A \_\_\_\_\_ is a collection of rules for formatting, ordering, and error-checking data sent across a network.
- (A) protocol. (B) internet  
(C) router (D) None of the above
- i. Firewalls should process rules in top-to-bottom order, so the first rules should cover the most basic types of traffic.
- (A) False (B) True
- j. Large companies usually establish the connections between their electronic commerce software and their existing accounting system by using a type of software called\_\_\_\_\_.
- (A) middle ware (B) front office  
(C) back office (D) none of the above

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

- Q.2** a. Draw a diagram to depict the Elements of Electronic Commerce Applications. (10)
- b. Explain the concepts of Strategic business units value chains and industrial value chains in the context of e-commerce. (6)
- Q.3** a. Explain why an HTML author would clear the browser's cache. (4)
- b. List four common types of Internet connection technologies. (4)
- c. How the XML is different from HTML? (5)
- d. Name three examples of malicious code. (3)
- Q.4** a. Explain the concept of firewall using a diagram. (8)
- b. Explain the limitations of firewalls. (4)
- c. Write short notes on Public-key cryptography. (4)

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- Q.5** a. List the six components in the Architectural Framework for Electronic Commerce. (6)
- b. Draw a diagram depicting different types of e-commerce applications. (8)
- c. Explain the Business-to-consumer (B2C) Transactions. (2)
- Q.6** a. Explain Mercantile Process Models from the Merchant's Perspective through a diagram. (8)
- b. What are the steps involved for a customer to make a purchase? (8)
- Q.7** a. What are the Properties of Electronic Cash? (8)
- b. What is EFT? When was it introduced and what are the categories of EFT? (8)
- Q.8** a. What view points are evaluated for the payment instrument in electronic commerce? (4)
- b. Compare EDI with e-mail. (4)
- c. Demonstrate the benefits of EDI by comparing the flow of information between organizations before and after its implementation. (8)
- Q.9** a. What is Mass Customization? Why strategic partnerships and supplier integration essential for the success of mass customization? (10)
- b. Explain the concept of Electronic Brokerages. (6)