Code: AT77   Subject: E-COMMERCE

AMIETE – IT (NEW 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. A B2B reverse auction is

   (A) the same as a seller auction
   (B) intended to reduce the price by increasing competition from suppliers.
   (C) always run through a B2B marketplace
   (D) both **(A)** and **(B)**

b. A blog:

   (A) has time varying content
   (B) can be updated by an individual or group
   (C) can be open to comments or closed
   (D) None of the above

c. Which is NOT one of the elements of a company's external micro-environment that needs to be assessed during situation analysis for e-marketing?

   (A) Demand analysis   **(B)** Supplier analysis
   (C) Competitor analysis   **(D)** Cost analysis

d. _____ offers the chance to use business-to-business exchanges to source products at lower costs.

   (A) Affilimediation   **(B)** Countermediation
   (C) Reintermediation   **(D)** Disintermediation

e. What is true about supply chain?

   (A) The concept of supply chain is usually supported by IT today.
   (B) A supply chain that is being managed electronically with web based software is referred to as an e-supply chain.
   (C) A supply chain typically involves materials flows, information flows and financial flows.
   (D) All of above

f. _____ is a new concept that attempts to overcome the limitations of the CRM systems.

(A) e-commerce   **(B)** Business process management
(C) ERP   **(D)** e-marketing

g. Electronic Data Interchange is necessary in

(A) B2C e-Commerce   **(B)** C2C e-Commerce
(C) B2B e-commerce   **(D)** Commerce using internet

h. A firewall may be implemented in

(A) router which connect intranet to internet
(B) bridge used in an intranet
(C) expensive modem
(D) user's application programs

i. By encryption of a text we mean

(A) Compressing it
(B) Expanding it
(C) Scrambling it to preserve its security
(D) Hashing it

j. In electronic cheque payments developed, it is assumed that most of the transactions will be

(A) customers to customers   **(B)** customers to business
(C) business to business   **(D)** banks to banks

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

Q.2 a. Compare the advantages of e-commerce with traditional business.   **(8)**

b. Explain the e-business transaction model.   **(8)**

Q.3 a. List the client-server protocols of internet and also explain the function of each protocol?   **(8)**

b. Why is dynamic IP addressing preferred as compare to static IP addressing?**(3)**

c. Explain the classification of different software agents?   **(5)**

Q.4 a. Explain the difference between traditional marketing and online marketing.**(8)**

    b. List and explain the different rules to be followed for marketing strategy on the Web? **(8)**

Q.5 a. What is a firewall? What are the benefits of using a firewall? **(8)**

    b. List the general security issues that e-businesses must consider? **(8)**

Q.6 a. What do you mean by customer Relationship Management? Explain the three phases of CRM? **(8)**

    b. Describe E-supply chain architecture? **(8)**

Q.7 a. What is the importance of a data warehouse in an organization? **(8)**

    b. Explain the seven factors of the McKINSEY 7S framework? **(8)**

Q.8 a. Explain the mobile commerce. **(8)**

    b. Compare Group System Mobile (GSM) with Code Division Multiple Access (CDMA). **(8)**

Q.9 a. List the factors that constitute the elements of a good website. **(5)**

    b. What are cookies? Explain briefly. **(3)**

    c. Explain the following terms:

       (i) Cyber stalking
       (ii) Phishing **(4+4)**