

AMIETE – IT (OLD SCHEME)

Code: AT16
Time: 3 Hours

JUNE 2011

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 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 digital signature is:
- (A) a bit string giving identity of a correspondent.
 - (B) a unique identification of a sender.
 - (C) an authentication of an electronic record by tying it uniquely to a key only a sender knows.
 - (D) None of above
- b. In public key encryption system if A encrypts a message using his private key and sends it to B
- (A) If B knows it is from A he can decrypt it using A's public key.
 - (B) Even if B knows who sent the message it cannot be decrypted.
 - (C) It cannot be decrypted at all as no one knows A's private key.
 - (D) A should send his public key with the message.
- c. A hardened firewall host on an Intranet is
- (A) software which runs in any of the computers in the intranet.
 - (B) a software which runs on a special reserved computer on the intranet.
 - (C) a stripped down computer connected to the intranet.
 - (D) a computer connected to the intranet to ensure security.
- d. Main function of proxy application gateway firewall is
- (A) to allow corporate users to use efficiently all internet services.
 - (B) to allow intranet users to securely use specified internet services.
 - (C) to allow corporate users to use all internet services.
 - (D) all of above

- e. Firewall as part of a router program
- (A) filters only packets coming from internet.
 - (B) filters only packets going to internet.
 - (C) filters packets travelling from and to the intranet from the internet.
 - (D) ensures rapid traffic of packets for speedy e-Commerce.
- f. A firewall may be implemented in
- (A) routers which connect intranet to internet.
 - (B) bridges used in an intranet.
 - (C) expensive modem.
 - (D) user's application programs.
- g. EDI over internet uses
- (A) MIME to attach EDI forms to e-mail messages.
 - (B) FTP to send business forms.
 - (C) HTTP to send business forms.
 - (D) SGML to send business forms.
- h. B2C commerce
- (A) includes services such as legal advice.
 - (B) means only shopping for physical goods.
 - (C) means only customers should approach customers to sell.
 - (D) means only customers should approach business to buy.
- i. Mass customization allows companies to:
- (A) Produce a large number of identical products.
 - (B) Produce customized products for the public ("the masses").
 - (C) Produce generalized product for the public.
 - (D) Understand the specific features the general public desires in order to create a successful product.
- j. Company ABC has several divisions that have created private resources that can be accessed using Internet protocols. The company is now going to link these resources together. What type of network is being described?
- (A) Internet
 - (B) Extranet
 - (C) Intranet
 - (D) Virtual private network

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

- Q.2** a. With the help of diagram, explain the elements of electronic commerce applications. (8)

- b. Write short notes on:
 (i) HTML links
 (ii) Third party authentication (2×4)
- Q.3** a. What do you understand by a value chain? Explain the primary and supporting activities with examples for a business unit engaged in manufacturing a product. (8)
- b. Name and explain the functions of common protocols used for sending and retrieving e-mail. (8)
- Q.4** a. What are the security threats to client-server network? Explain the protection methods to reduce these security threats. (8)
- b. What is firewall? Explain the different types of firewalls. (8)
- Q.5** a. Differentiate between Business-to-Business transactions and intra-organizational transactions. (8)
- b. What is messaging? What are the advantages and disadvantages of messaging? (8)
- Q.6** a. Explain the essential criteria for consumer-oriented electronic commerce. (8)
- b. Explain a generic mercantile protocol based on the use of e-cash. (8)
- Q.7** a. Differentiate between E-cash and E-cheque. (8)
- b. Explain the process created by on-line third-party processors (OTPPs) to buy information online. (8)
- Q.8** a. Explain the concept of EDI. (8)
- b. Explain the principal types of non-cash payment instruments used for business-to-business payments. (8)
- Q.9** a. What are the objectives of product or service customization? Explain the two issues on which customization focuses. (8)
- b. What is supply chain management? What are the characteristics of supply chain management in electronic commerce? (8)