

Code: AT16**Subject: E-COMMERCE**

- e. Triple DES
- (A) is a symmetric key encryption method.
 - (B) guarantees excellent security.
 - (C) is implementable as a hardware VLSI chip.
 - (D) is public key encryption method with three keys.
- f. Certification of Digital signature by an independent authority is needed because
- (A) it is safe.
 - (B) it gives confidence to a business.
 - (C) the authority checks and assures customers that the public key indeed belongs to the business which claims its ownership.
 - (D) private key claimed by a sender may not be actually his/her.
- g. 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
- h. _____ are networks that connect people within a company to each other and to the company network.
- (A) Intranets
 - (B) Bitstreams
 - (C) Internets
 - (D) Extranets
- i. _____ is the encompassing term that involves the use of electronic platforms – intranets, extranets and the Internet – to conduct a company's business.
- (A) E-procurement
 - (B) E-commerce
 - (C) E-business
 - (D) E-marketing
- j. Websites upon which members can congregate online and exchange views on issues of common interest are known as _____.
- (A) virtual communities
 - (B) web communities
 - (C) e-marketing
 - (D) web casts

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

- Q.2** a. What is the basic framework requirement of e-commerce implementation? (8)
- b. Compare traditional and electronic commerce. (8)

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- Q.3** a. Differentiate between private network and virtual private network. (8)
- b. What are the benefits of using Internet and Intranet for supply chain management? (4)
- c. Explain the functioning of File Transfer Protocol (FTP). (4)
- Q.4** a. What are different client server network security problems? (5)
- b. What is a firewall? Explain different limitations of firewall. (8)
- c. Explain cryptography. Which are the two basic methods of cryptography? (3)
- Q.5** a. Explain Business to Business (B2B) model. (5)
- b. How can a customer navigate through an e-commerce site for purchases? (5)
- c. Explain the client server structure of the web. (6)
- Q.6** a. List the disadvantages of credit cards. (5)
- b. Explain the following types of electronic payment system in brief:
(i) Electronic tokens
(ii) E-cash (6)
- c. What are the different advantages of Electronic Payment System? (5)
- Q.7** a. Describe the benefits of EDI. (5)
- b. What are digital signatures? (5)
- c. Give the layered structure of EDI and compare EDI versus e-mail. (6)
- Q.8** a. Define supply chain management and also describe its components. (8)
- b. What are the consumer-oriented applications of E-Commerce? (8)
- Q.9** Write short notes on the following:
- (i) Risks associated with electronic payments.
(ii) Consumer – oriented E-commerce applications.
(iii) Reasons for increasing popularity of E-commerce in business.
(iv) EDI applications in business (4×4)