Code: AT16 Subject: E-COMMERCE

### **AMIETE - IT (OLD SCHEME)**

Time: 3 Hours

# **OCTOBER 2012**

ERCE
Max. Marks: 100

PLEASE WRITE YOUR ROLL NO. AT THE SPACE PROVIDED ON EACH PAGE IMMEDIATELY AFTER RECEIVING THE QUESTION PAPER.

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:

 $(2\times10)$ 

- a. Advantages of B2C commerce to customers are
  - (i) wide variety of goods can be accessed and comparative prices can be found.
  - (ii) shopping can be done at any time.
  - (iii) privacy of transactions can be guaranteed.
  - (iv) security of transactions can be guaranteed.
  - (A) (i) & (ii)

**(B)** (ii) & (iii)

(C) (iii) & (iv)

- **(D)** (i) & (iv)
- b. EDIFACT standard was developed by
  - (A) American National Standard Institute.
  - (B) International Standard Institute.
  - (C) European Common Market.
  - (**D**) United Nations Economic Commission for Europe.
- c. 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**) to prevent corporate users from using internet services.
- d. Encryption is required to
  - (i)protect business information from eavesdropping when it is transmitted on internet.
  - (ii)efficiently use the bandwidth available in PSTN.
  - (iii)to protect information stored in companies' databases from retrieval.
  - (iv)to preserve secrecy of information stored in databases if an unauthorized person retrieves it.
  - (**A**) (i) & (ii)

**(B)** (ii) & (iii)

(**C**) (iii) & (iv)

**(D)** (i) & (iv)

AT16 / OCTOBER - 2012

1

AMIETE - IT (OLD SCHEME)

ROLL NO.

SHILDENR BOUNTY COM 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 are networks that connect people within a company to each other and to the company network. (A) Intranets (**B**) Bitstreams (C) Internets (**D**) Extranets 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 basic framework requirement of e-commerce the implementation? **(8)** 
  - b. Compare traditional and electronic commerce.

**(8)** 

AT16 / OCTOBER - 2012

2

AMIETE - IT (OLD SCHEME)

## **Subject: E-COMMERCE**

		ROLL	NO. STUTO	(8) (4)
	C	Code: AT16 Subject: E-COM	MERCE	MAG
Q.3	a.	Differentiate between private network and virtual private network	ork.	(8)
	b.	What are the benefits of using Internet and Intranet for sumanagement?	upply chain	(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 necryptography?	nethods of	(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 be (i) Electronic tokens (ii) E-cash	rief:	(6)
	c.	What are the different advantages of Electronic Payment Syste	em?	(5)
Q.7	a.	Describe the benefits of EDI.		(5)
<b>Q.</b> ,				(5)
	c.	Give the layered structure of EDI and compare EDI versus e-n	nail	(6)
Q.8	a.	Define supply chain management and also describe its compor		(8)
Q.o				
0.0	b.			(8)
Q.9		Write short notes on the following:		
		<ul> <li>(i) Risks associated with electronic payments.</li> <li>(ii) Consumer – oriented E-commerce applications.</li> <li>(iii) Reasons for increasing popularity of E-commerce in busing (iv) EDI applications in business</li> </ul>		× <b>4</b> )