

Code: AT77

Subject: E-COMMERCE

AMIETE - IT

Time: 3 Hours

JUNE 2013

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: (2×10)

a. Which organisation has recently released the findings of its survey to evaluate the E-commerce scenario in india?

- (A) NASSCOM (B) CSI
(C) IEEE (D) IETE

b. As personal computers became more _____ during the 1980, companies increasingly used them to construct their own internal network.

- (A) powerful (B) affordable
(C) available (D) all of these

c. In 1989, the NSF permitted two commercial e-mail services NSF stands for:

- (A) National Standard Force
(B) National Science Foundation
(C) National Social Foundation
(D) National Service Forum

d. The fastest growing component of the internet is:

- (A) WWW (B) E-mail
(C) FTP (D) Gopher

e. Which of the following _____ agents are computational software processes capable of roaming wide area networks.

- (A) collaborative (B) interface
(C) mobile (D) smart

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- f. If a URL starts with http//, you know_____
- (A) that it is a web- based resource
 - (B) that it is an FTP-based resource
 - (C) that it is not available anywhere on the internet
 - (D) that is not enough information
- g. Which of the following is not correct?
- (A) The amount of transactions on the internet are increasing exponentially.
 - (B) Traditional marketing is quite cheap and praiseworthy.
 - (C) Traditional marketing can be very time- consuming process.
 - (D) Traditional marketing has a “hit and miss” quality.
- h. Which of following is not the primary component of a firewall?
- (A) Advanced service mechanism
 - (B) Network policy
 - (C) Packet filtering
 - (D) Application gateways
- i. Which of the following is not correct encryption technique:
- (A) Caesav’s method
 - (B) RSA
 - (C) Letter pairing
 - (D) Advanced encryption service
- j. Which of the following is not a major online Indian player in the market?
- (A) ICICI Direct.Com
 - (B) HDFC Bank. Com
 - (C) Mycounting.Com
 - (D) Indiabulls.Com

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

- Q.2** a. Briefly discuss some of the key strength of using the internet for businesses. (8)
- b. What is Business -to- Business (B2B) model? Discuss its major benefits (8)
- Q.3** a. Write down the name of protocol and their purpose in respect of the following client-server applications. (8)
- (i) World wide web
 - (ii) E-mail
 - (iii) File Transfer
 - (iv) Chat
- b. Explain the classification of different software agents? (8)

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- Q.4** a. What are advantages of online marketing as compared to traditional marketing? (8)
- b. What are the various reasons for the growing importance of E- advertisements? (8)
- Q.5** a. List the general security issues that e-businesses must consider? (8)
- b. Credit cards as E-payment system have proved quite popular because of various reason. State these reasons briefly. (4)
- c. What are the keys of E-payment systems? (4)
- Q.6** a. What are the privacy issues associated with E-CRM? (8)
- b. What are the benefits of E-SCM? Explain briefly. (8)
- Q.7** a. The importance of knowledge management can be gauged from various factors. Discuss briefly. (8)
- b. Describe the value of e-commerce? (8)
- Q.8** a. What is the future of mobile commerce in India? Discuss briefly. (6)
- b. 'Push and Pull' are two ways of transferring information to and from a phone, via WAP. Now, with the help of diagram, illustrate a simple pull transaction and the steps involved in it. (10)
- Q.9** a. 'Blocking' and 'Filtering' are two common technological tools for using internet in a protected manner. Explain briefly. (8)
- b. What are the strategies for the development of website? (4)
- c. What is phishing? (4)