

AMIETE – IT (OLD 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. Who first proposed HTML?

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|---------------------|----------------|
| (A) Bill Gates | (B) Steve Jobs |
| (C) Tim Berners-Lee | (D) Larry Page |

b. Worm is a self replicating program that is self-contained and does not require a host program

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|----------|-----------|
| (A) True | (B) False |
|----------|-----------|

c. Information retrieval, secure messaging, data and transaction messaging are the functions of:

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|--------------------------|-----------------------|
| (A) Client Browser | (B) www Server |
| (C) Third party services | (D) none of the above |

d. In general, Consumers can be categorized into: (i) Impulsive buyers (ii) Patient buyers (iii) Analytical buyers

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|-------------------|-------------------------|
| (A) (i) and (ii) | (B) (ii) and (iii) |
| (C) (i) and (iii) | (D) (i), (ii) and (iii) |

e. Biggest funds transfer system in US is:

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|-------------|--------------|
| (A) Fedwire | (B) Bankwire |
| (C) DES | (D) SWIFT |

f. In the context of Efficient Customer Response (ECR), CPR stands for

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|--------------------------------------|
| (A) Customer Productivity Ratio |
| (B) Consumer Product Region |
| (C) Continuous Product Replenishment |
| (D) None of the above |

- g. A famous author in his 1985 book, "Competitive Advantage" introduced the concept of value chains. His name is _____.
- (A) Adam Smith (B) CK Prahlad
(C) Michael Porter (D) None of the above
- h. A _____ is a collection of rules for formatting, ordering, and error-checking data sent across a network.
- (A) protocol. (B) internet
(C) router (D) None of the above
- i. Firewalls should process rules in top-to-bottom order, so the first rules should cover the most basic types of traffic.
- (A) False (B) True
- j. Large companies usually establish the connections between their electronic commerce software and their existing accounting system by using a type of software called_____.
- (A) middle ware (B) front office
(C) back office (D) none of the above

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

- Q.2** a. Draw a diagram to depict the Elements of Electronic Commerce Applications. (10)
- b. Explain the concepts of Strategic business units value chains and industrial value chains in the context of e-commerce. (6)
- Q.3** a. Explain why an HTML author would clear the browser's cache. (4)
- b. List four common types of Internet connection technologies. (4)
- c. How the XML is different from HTML? (5)
- d. Name three examples of malicious code. (3)
- Q.4** a. Explain the concept of firewall using a diagram. (8)
- b. Explain the limitations of firewalls. (4)
- c. Write short notes on Public-key cryptography. (4)

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

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- Q.5** a. List the six components in the Architectural Framework for Electronic Commerce. (6)
- b. Draw a diagram depicting different types of e-commerce applications. (8)
- c. Explain the Business-to-consumer (B2C) Transactions. (2)
- Q.6** a. Explain Mercantile Process Models from the Merchant's Perspective through a diagram. (8)
- b. What are the steps involved for a customer to make a purchase? (8)
- Q.7** a. What are the Properties of Electronic Cash? (8)
- b. What is EFT? When was it introduced and what are the categories of EFT? (8)
- Q.8** a. What view points are evaluated for the payment instrument in electronic commerce? (4)
- b. Compare EDI with e-mail. (4)
- c. Demonstrate the benefits of EDI by comparing the flow of information between organizations before and after its implementation. (8)
- Q.9** a. What is Mass Customization? Why strategic partnerships and supplier integration essential for the success of mass customization? (10)
- b. Explain the concept of Electronic Brokerages. (6)