

AMIETE – IT (NEW 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. A B2B reverse auction is
- (A) the same as a seller auction
 - (B) intended to reduce the price by increasing competition from suppliers.
 - (C) always run through a B2B marketplace
 - (D) both (A) and (B)
- b. A blog:
- (A) has time varying content
 - (B) can be updated by an individual or group
 - (C) can be open to comments or closed
 - (D) None of the above
- c. Which is NOT one of the elements of a company's external micro-environment that needs to be assessed during situation analysis for e-marketing?
- (A) Demand analysis
 - (B) Supplier analysis
 - (C) Competitor analysis
 - (D) Cost analysis
- d. _____ offers the chance to use business-to-business exchanges to source products at lower costs.
- (A) Affilimmediation
 - (B) Countermediation
 - (C) Reintermediation
 - (D) Disintermediation
- e. What is true about supply chain?
- (A) The concept of supply chain is usually supported by IT today.
 - (B) A supply chain that is being managed electronically with web based software is referred to as an e-supply chain.
 - (C) A supply chain typically involves materials flows, information flows and financial flows.
 - (D) All of above

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- f. _____ is a new concept that attempts to overcome the limitations of the CRM systems.
- (A) e-commerce (B) Business process management
(C) ERP (D) e-marketing
- g. Electronic Data Interchange is necessary in
- (A) B2C e-Commerce (B) C2C e-Commerce
(C) B2B e-commerce (D) Commerce using internet
- h. A firewall may be implemented in
- (A) router which connect intranet to internet
(B) bridge used in an intranet
(C) expensive modem
(D) user's application programs
- i. By encryption of a text we mean
- (A) Compressing it
(B) Expanding it
(C) Scrambling it to preserve its security
(D) Hashing it
- j. 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

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

- Q.2** a. Compare the advantages of e-commerce with traditional business. (8)
- b. Explain the e-business transaction model. (8)
- Q.3** a. List the client-server protocols of internet and also explain the function of each protocol? (8)
- b. Why is dynamic IP addressing preferred as compare to static IP addressing?(3)
- c. Explain the classification of different software agents? (5)
- Q.4** a. Explain the difference between traditional marketing and online marketing. (8)

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- b. List and explain the different rules to be followed for marketing strategy on the Web? (8)
- Q.5** a. What is a firewall? What are the benefits of using a firewall? (8)
- b. List the general security issues that e-businesses must consider? (8)
- Q.6** a. What do you mean by customer Relationship Management? Explain the three phases of CRM? (8)
- b. Describe E-supply chain architecture? (8)
- Q.7** a. What is the importance of a data warehouse in an organization? (8)
- b. Explain the seven factors of the McKINSEY 7S framework? (8)
- Q.8** a. Explain the mobile commerce. (8)
- b. Compare Group System Mobile (GSM) with Code Division Multiple Access (CDMA). (8)
- Q.9** a. List the factors that constitute the elements of a good website. (5)
- b. What are cookies? Explain briefly. (3)
- c. Explain the following terms:
- (i) Cyber stalking
- (ii) Phishing (4+4)