## AMIETE – IT  (Current Scheme & New Scheme)

**Time: 3 Hours**                    **December 2016**                    **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. 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. E-business is a term used to describe:

**(A)** Any electronically mediated communication between an organization and its stakeholders

**(B)** The use of electronic communications for all business processes

**(C)** An organization using electronic media to sell direct to its customers

**(D)** An organization using electronic media to purchase from to its suppliers

b. Social network sites such as Facebook and Twitter have become increasingly popular for sell-side-commerce and would normally be considered to be in which category?

**(A)** Services-orientated relationship-building websites

**(B)** Portal, publisher or media sites

**(C)** Transactional e-commerce sites

**(D)** Brand-building sites

c. Supply chain management refers to the coordination of all supply activities of an organization from its suppliers and delivery of products to its customers. E-commerce transactions between a company and its stakeholders, be their consumers or businesses are often referred to as:

**(A)** B2B, C2B                          **(B)** B2C, B2B

**(C)** B2C, C2C                          **(D)** C2C, C2B

d. The capacity to respond to environmental threats and opportunities is commonly known as:

**(A)** Disruptive technology                    **(B)** SWOT analysis

**(C)** Online marketplace analysis              **(D)** Strategic agility

e.  When does a 'bricks and mortar' enterprise become known as clicks and mortar'?

**(A)** When a business has principally an online presence

**(B)** When a business combines an online and offline presence

**(C)** A traditional business with limited online presence

**(D)** None of these

f.  Which language is regarded as the industry standard for producing static web content?

**(A)** Meta tags                **(B)** HTML

**(C)** HTML content          **(D)** HTML parameters

g.  Data migration is an aspect of e-commerce systems that is often underestimated in the development and implementation of a system. Which of the following best describes data migration?

**(A)** Summarizing the purpose and working of the system for future maintenance
**(B)** The process by which an organization migrates to a new system
**(C)** The transfer of information from a previous system to a new system

**(D)** The identification of errors and unfulfilled requirements in the system

h.  What could be an implication for an organization if an e-business strategy is not clearly defined?

**(A)**  Greater opportunities from evaluation of opportunities

**(B)**  Clear direction of e-business strategy

**(C)**  Effective integration of e-business at a technical level

**(D)**  None of the above are applicable

i.  Effective strategies link objectives and performance together, while prioritising objectives can facilitate and communicate an e-business vision. As such, e-business objectives should be SMART but within this acronym, what does R stand for?

**(A)** Representative           **(B)** Reliable

**(C)** Relevant               **(D)** Responsible

j. Digital marketing (also known as e-marketing or Internet marketing) is closely related to e-commerce. It is a term increasingly used by specialist e-marketing agencies to:

**(A)** Measure website hits        **(B)** Promote their websites

**(C)** Recruit specialist staff       **(D)** None of these

**Answer any FIVE Questions out of EIGHT Questions.**

**Each question carries 16 marks.**

**Q.2**  a.  What is E- commerce?   Explain advantages of E-commerce.                    **(8)**

b.   Explain the B2C Model and how does it work?                                         **(8)**

**Q.3**  a.  Differentiate between reactive software agents and heterogeneous Software agents.

**(6)**

b.  Explain the following terms:

(i)   Dial-up Modem

(ii)  Serial line internet protocol (SLIP)

(iii) Very small aperture terminal (V-SAT)                                               **(6)**

c.  Explain, how telnet and TCP are related to client server application?               **(4)**

**Q.4**  a.   What are the advantages of online Marketing?                               **(8)**

b.  What are various means of E-advertising?                                             **(8)**

**Q.5**  a.  Highlight the issues related to E-business risk management.                 **(6)**

b.  Explain, how data integrity is provided by digital signature?                        **(6)**

c.  What are the properties of E-cash?                                                   **(4)**

**Q.6**  a.  Describe, how interactive computers and communication technology can assist

in sales and support process?                                                           **(8)**

b.  Write the benefits of E-supply chain management.                                     **(8)**

**Q.7**  a.  Describe the procedure for implementing E-commerce.                         **(8)**

b.  Highlight the importance of data warehouse for an organization.                      **(4)**

c.  What are the features of a data warehouse?                                           **(4)**

**Q.8**  a.  Write a note on WAP Architecture.                                           **(5)**

b.  Write a note on different generations in wireless communication.                     **(5)**

c.  What are the security issues pertaining to cellular telephony?                       **(6)**

**Q.9**  Write notes on any **FOUR** of the following:                                   **(4x4)**

(i)   Web development tools              (ii)  Cyber stalking

(iii) Phishing                          (iv) Copyright

(v)  Computer Ethics