

AMIETE – IT (Current Scheme)

Time: 3 Hours

DECEMBER 2015

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. EDI over internet uses
- (A) MIME to attach EDI forms to email messages
 (B) FTP to send business forms
 (C) HTTP to send business forms
 (D) SGML to send business form
- b. for carrying out C2C e-Commerce the following infrastructure is essential
- i. World Wide Web
 ii. Corporate network
 iii. Electronic Data Interchange Standards
 iv. Secure Payment Services
- (A) i and ii. (B) ii and iv
 (C) i and iii (D) i and iv
- c. A digital signature is required
- i. to tie an electronic message to the sender's identity
 ii. for non repudiation of communication by a sender
 iii. to prove that a message was sent by the sender in a court of law
 iv. in all e-mail transactions
- (A) i and ii. (B) i, ii, iii
 (C) i, ii, iii, iv (D) ii, iii, iv
- d. Firewall as part of a router program
- (A) filters only packets coming from internet
 (B) filters only packets going to internet
 (C) filters packets travelling from and to the intranet from the internet
 (D) ensures rapid traffic of packets for speedy e-Commerce
- e. In Electronic cash payment
- (A) a debit card payment system is used
 (B) a customer buys several electronic coins which are, digitally signed by coin issuing bank.
 (C) a credit card payment system is used
 (D) RSA cryptography is used in the transactions

- f. By Electronic Commerce we mean:
 (A) Commerce of electronic goods
 (B) Commerce which depends on electronics
 (C) Commerce which is based on the use of internet
 (D) Commerce which is based on transactions using computers connected by telecommunication network.
- g. Disadvantages of e-Commerce in India are
 i. Internet access is not universally available
 ii. Credit card payment security is not yet guaranteed
 iii. Transactions are de-personalized and human contact is missing
 iv. Cyber laws are not in place
 (A) i and ii (B) ii and iii
 (C) i, ii, iii (D) i, ii, iii, iv
- h. EDIFACT is a standard
 (A) for representing business forms used in e-Commerce
 (B) for e-mail transaction for e-Commerce
 (C) for ftp in e-Commerce
 (D) protocol used in e-Commerce
- i. 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 and ii (B) ii and iii
 (C) iii and iv (D) i and iv
- j. In Cheque payment protocol, the purchase order form is signed by purchaser using
 (A) his public key
 (B) his private key
 (C) his private key using his signature hardware
 (D) various public keys

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

- Q.2** a. What is a Hypertext according to Nelson? (2)
- b. What are the advantages of e-Commerce? (6)
- c. Briefly explain about following E-business transaction models with an example: (8)
 (i) B2G (ii) B2C (iii) C2B
- Q.3** a. What is the role of ISP? List out any four ISPs which are having All-India license (4)

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- b. Draw the architecture of Public Access Providers. (4)
- c. What is the Difference between HTML and XML? (4)
- d. Which search engine is best in the world? Explain how a search engine works? (4)
- Q.4** a. What is the major difference between a search engine and software agent? (2)
- b. How intelligent agent will help a customer for buying a product online? Explain with a flow chart. (6)
- c. Explain Affiliate Marketing and Viral Marketing strategies. (8)
- Q.5** a. Explain, how websites are hacked? (4)
- b. What are the components of a Firewall? (4)
- c. Briefly explain about smart card cash payment system and micropayment system. (8)
- Q.6** a. What is a Digital Signature? Explain how it works. (8)
- b. What is E-CRM Toolkit? (2)
- c. Explain e-supply chain architecture and its advantages. (6)
- Q .7** a. Briefly explain the steps in planning the e-Commerce project. (8)
- b. What is a Dataware House? Explain its functions and architecture. How it is related to e-Commerce? (8)
- Q.8** a. What is mobile commerce? (2)
- b. Explain the programming model of WAP. (8)
- c. Write a short note on second generation of wireless communication. (6)
- Q.9** a. What are the strategies for developing a website? (8)
- b. Explain, what is Cyberstalking? How the Law is Standing up to Cyberstalking? (8)