

**AMIETE – IT**

Time: 3 Hours

**DECEMBER 2012**

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. When preparing a website, designers should ensure that the site makes effective use of the text, pictures and video. This design feature is known as \_\_\_\_\_

- (A) context (B) connection  
(C) content (D) communication

b. 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

c. 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

d. Which of the following is/are the basis for the brokerage model?

- (A) Market exchange (B) Auction  
(C) Reverse Auction (D) All of these

e. A protocol that allows the transmission of text messages and binary attachments across the internet is

- (A) HTTP (B) IRCP  
(C) SMTP (D) IP

- f. Public key system is useful because
- (A) it uses two keys
  - (B) there is no key distribution problem as public key can be kept in a commonly accessible database
  - (C) private key can be kept secret
  - (D) it is a symmetric key system
- g. E-Commerce opportunities can inspire business to undertake activities such as
- (A) Operating auctions
  - (B) Creating virtual communities
  - (C) Both (A) and (B)
  - (D) None of these
- h. 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
- i. Which of the following is not one of the benefits of e-commerce to sellers?
- (A) E-commerce offers greater flexibility in meeting customer needs
  - (B) E-commerce can help to reduce costs
  - (C) E-commerce increases the net cost per contact
  - (D) E-commerce is a powerful tool for customer relationship building
- j. B2C commerce
- (A) Includes services such as legal advice
  - (B) Means only shopping for physical goods
  - (C) Means only customers should approach customers to sell
  - (D) Means only customers should approach business to buy

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

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- Q.2** a. Explain the role of internet in the evolution of e-commerce. **(8)**
- b. Explain the characteristics and advantages of Brokerage Model. **(8)**
- Q.3** a. Differentiate between connectionless and connection oriented protocols. **(5)**
- b. Explain the following broadband technologies:
- (i) Digital Subscriber Line (DSL)
  - (ii) Passive Optical Networks (PON) **(8)**

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- c. List the client-server protocols of the internet. (3)
- Q.4** a. What are the problems associated with traditional marketing? (4)
- b. Differentiate between technology enabled customer relationship management (E-CRM) and traditional customer relationship management. (8)
- c. Explain brand – leveraging marketing strategies. (4)
- Q.5** a. What are the benefits of an Internet firewall? (6)
- b. List the risks in e-payment systems. (4)
- c. Explain why credit cards have become popular as e-payment systems. (6)
- Q.6** a. What is Customer Relationship Management system? Explain its usefulness for a bank. (8)
- b. Explain the components of e-supply chain. (8)
- Q.7** a. Define knowledge management. What are the stages of creation of knowledge management? Also discuss its importance. (8)
- b. Explain the characteristics and functions of a data warehouse. (8)
- Q.8** a. Explain the following :  
(i) Wireless applications  
(ii) Benefits of WAP (Wireless Application Protocol) (4+4)
- b. Explain different generations in wireless communication. (8)
- Q.9** a. What are the four primary types of customer information that are leveraged through e-business intelligence? (8)
- b. Which are the three ethically significant characteristics of the internet? (4)
- c. Discuss threat of internet to children. (4)