Code: AT77 **Subject: E-COMMERCE**

AMIETE – IT

Time: 3 Hours **DECEMBER 2013** **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. An _____ is a private network that uses internet protocols, network connectivity and possibly the public telecommunication system to securely share part of an organisation's operations with suppliers, vendors, partners, customer other business.

(A) Extranet (B) Intranet
(C) Internet (D) None of these

b. _____ is a form of electronic commerce in which products or services are sold from a firm to a consumer.

(A) Business-to-Business (B) Business-to-Consumer
(C) Consumer-to-Business (D) Consumer-to-Consumer

c. A good CRM program needs to _____

(A) Identify customer success factor
(B) Adopt customer based measures
(C) Creates a customer-based culture
(D) All of these

d. Computer on the internet must _____

(A) be of the same type
(B) be able to connect to one Internet server for the country
(C) connect to a coaxial cable connector
(D) use the same protocols

e. The three basic services available from the Internet include all of the following expect _____

(A) On-demand video (B) E-mail
(C) Telnet (D) File transfer protocol

f. In reference to the World Wide Web, the server is _____

(A) where the information is actually stored
(B) a piece of software that allows you access to information
(C) the document you retrieve
(D) the network that runs the internet

g. The software that you use to access information on the Web may be called a

(A) server   **(B)** client
(C) browser   **(D)** both **(B)** and **(C)**

h. _____ is a corporate network that works like the Internet, but belongs exclusively to one organization.

(A) Network
(B) Internet
(C) Extranet
(D) Internal net

i. If, on Web, a document has text, graphics and sound, you can assume that the document was created using _____

(A) A client
(B) HTML
(C) URL
(D) HTTP

j. If, Web page includes animation, probably _____ was uses in creating it.

(A) Java   **(B)** Hyper text
(C) URL   **(D)** HTTP

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

Q.2 a. What are the disadvantages of E-Commerce? Discuss briefly. **(6)**

b. Write down the summary of E-business transaction models along with their small description in a tabular form. **(5)**

c. E-business model based on the relationship of transaction types is essentially ruled by two parameters. Discuss them briefly. **(5)**

Q.3 a. What are mobile agents? How will you get anticipated benefits by using them?
(8)

b. Shell Access, Dial-up Modem and VSAT are some of the important terms exclusive for ISPs. Discuss them briefly. **(8)**

Q.4 a. Explain the difference between traditional marketing & outline marketing. **(6)**

b. What are the major characteristics and objectives of data mining? List out also the various tools and techniques being used by data miners. **(10)**

Q.5 a. What is a denial-of service attack and how does it effect a business organisation? . **(8)**

b. Describe the security schemes adopted in SSL and SET. **(8)**

Q.6 a. The strategy for e-CRM can be visualized in three stages. Explain its each stage with the help of a diagram. **(8)**

b. Describe the E-supply chain architecture. **(8)**

Q.7 a. What is knowledge management? Explain with the help of diagram? **(8)**

b. List seven dimension of E-commerce strategy with diagram. Define any four of them. **(8)**

Q.8 a. Discuss briefly about wireless applications. **(8)**

b. What is WAP? Write down its main benefits also. **(8)**

Q.9 a. What are the advantages & disadvantages associated with outsourcing web design? **(8)**

b. What are cookies? Why cookies can compromise privacy? **(8)**