

AMIETE – IT

Time: 3 Hours

DECEMBER 2014

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. The early versions of ____ allowed webpage designers to create text-based electronic documents with headings, title bar titles, bullets, lines and ordered lists.

- (A) HTTP (B) SGML
(C) HTML (D) XML

b. One of the best ways to accommodate a broad range of visitor needs is to build ____ into the website's interface.

- (A) flexibility (B) virtual models
(C) conflict (D) presence

c. Electronic funds transfers are also called ____.

- (A) wire transfers (B) business transfers
(C) money transfers (D) telephone transfers

d. As more people participate in a network, the value of the network to each participant increases. This is known as the ____.

- (A) law of diminishing returns (B) network effect
(C) listing effect (D) fax effect

e. A(n) ____ is an interconnected network, usually one that uses the TCP/IP protocol set, and does not extend beyond the organization that created it.

- (A) internet (B) extranet
(C) intranet (D) ARPANET

- f. The ____ of a website is its ability to keep visitors at the site and to attract repeat visitors.
- (A) image (B) presence
(C) stickiness (D) usability
- g. In a client/server application, the _____ logic provides the user interface.
- (A) business (B) information/data
(C) presentation (D) none of these
- h. _____ is the electronic transmission of business transaction documents directly between the computers of trading partners in a standard message format.
- (A) ERP (B) EDI
(C) Transaction processing (D) SAP
- i. Consumer interaction, the essence of consumer focused (B2C) e-commerce, is the front end to _____.
- (A) the value chain (B) the supply chain
(C) both (A) and (B) (D) none of these
- j. Which of the following defences to address security issues that can occur in e-commerce?
- (A) Authentication (B) Authorisation
(C) Auditing (D) All of these

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

- Q.2** a. What are various criteria that can determine the level of advancement of e-commerce? (8)
- b. What is exchanged in the following e-commerce model: C-to-C, B-to-G, C-to-B and G-to-B? (8)
- Q.3** a. Describe briefly architecture of Intranet. List various applications of Intranet in B to B e-commerce. (8)
- b. What do you mean by software agent? Write various reasons why this technology is expected to grow rapidly. (3+5)

Code: AT77

Subject: E-COMMERCE

- Q.4** a. Explain how to create an internet marketing strategy. (8)
- b. What are primary objectives of advertising? Are these applicable to online or offline advertising? Which of these two types of advertising is more effective? (8)
- Q.5** a. What are generic sources of e-business risks? What is the objective of e-business risk management? (8)
- b. Elaborate on various guidelines for the design of an e-payment system. (8)
- Q.6** a. Two main options for implementing CRM are: (1) a CRM package installed on your premises, or (2) a hosted CRM solution. Explain both of these giving pros and cons, if any, of the both. (8)
- b. Describe various supply chain problems and their solutions. (8)
- Q.7** a. Describe any four applications in e-commerce where Data Mining (DM) techniques can be implemented. (8)
- b. List seven dimension of e-commerce strategy with diagram. Define any four of them. (8)
- Q.8** a. Give an overview of WAP programming model. (8)
- b. Elaborate on various needs and concern of m-Commerce's consumer. (8)
- Q.9** Write notes on any **four** of the following: (4x4)
- (i) Cyberstalking
 - (ii) Phishing
 - (iii) Internet Gambling
 - (iv) Intelligent Websites
 - (v) Website Goals and Objectives