Code: AT77/AT127   **Subject: E-COMMERCE**

AMIETE – IT   (Current & New Scheme)

Time: 3 Hours   **December - 2017**   **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 a transaction is processed online, how can the merchant verify the customer's identity?
   (A) using secure socket layers
   (B) using secure electronic transactions
   (C) using secure electronic data interchange
   (D) using secure financial electronic data

b. _____ protects system from external threats?
   (A) Firewall   **(B)** EDI
   (C) ERP   **(D)** Script kiddies

c. Which of the following is a useful security mechanism when considering business strategy and IT?
   (A) Encryption   **(B)** Decryption
   (C) Firewall   **(D)** All of these

d. Smart card is better protected than other cards using
   (A) Encryption   **(B)** Firewall
   (C) Hub   **(D)** All of these

e. The E-payment mechanism widely used in B2B is
   (A) Credit Card   **(B)** Debit Card
   (C) Master Card   **(D)** E-cheque

f. Unsolicited e-mail is called what?
   (A) Junk mail   **(B)** Spam
   (C) Extra mail   **(D)** None of these

g. HTML is a
   (A) Programming language   **(B)** Scripting Language
   (C) Web Browser   **(D)** Network protocol

h. For secure EDI transmission on Internet
   (A) MIME is used   **(B)** S/MIME is used
   (C) PGP is used   **(D)** TCP/IP is used

   i. In SET protocol a customer encrypts credit card number using
      (A) His private key   **(B)** Bank's public key
      (C) Bank's private key   **(D)** Merchant's public key

   j. Bluetooth is an example of
      (A) Personal area network   **(B)** Local area network
      (C) Virtual private network   **(D)** None of these

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

Q.2	a. Differentiate between e-commerce and traditional commerce.	**(4)**
	b. Discuss E-Business transaction models giving proper examples.	**(6)**
	c. Explain the benefits and limitations of e-commerce.	**(6)**
Q.3	a. What do you understand by WWW? Explain the difference between Hypertext and Hypermedia.	**(4)**
	b. List the various Internet Client-Server applications clearly mentioning protocol with its purpose.	**(6)**
	c. Draw the architecture of Public Access Provider. List major ISP players in India.	**(6)**
Q.4	a. Explain states and transition of the Browsing Behavior Model Graph for the virtual video store.	**(4)**
	b. Explain the need of Internet - advertising.	**(6)**
	c. Discuss the benefits and limitations of the banner Advertisement.	**(6)**
Q.5	a. How would you protect your firm against Denial of Service Attack?	**(4)**
	b. Mention the risks involved in Electronic Payment Systems.	**(6)**
	c. Distinguish between SSL and SET Protocol.	**(6)**
Q.6	a. Define CRM. Explain the strategies of a customer focused business with the help of suitable diagram.	**(8)**
	b. What is Supply Chain Management? Explain the e-supply Chain Architecture.	**(8)**
Q.7	a. Describe the seven dimensions of E- Commerce strategy.	**(8)**
	b. What is Data warehouse? Explain the importance of Data warehouse for an organization.	**(8)**
Q.8	a. Define Wireless Application Protocol. Mention its benefits.	**(4)**
	b. Discuss security issues pertaining to cellular Technology.	**(6)**
	c. Define Mobile Commerce. Discuss the future of mobile commerce in India.	**(6)**
Q.9	a. Elaborate salient features of effective web design.	**(8)**
	b. Explain the purpose of Computer crimes. What are the major kinds of Computer crimes?	**(8)**