

Subject: E-COMMERCE

Time: 3 Hours

Max. Marks: 100

JUNE 2011

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.**
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Q.1 Choose the correct or the best alternative in the following: (2×10)

a. If (B2B) is Business to Business then what is (B2C)

- (A) Business to Common. (B) Business to Computer.
(C) Business to Customer. (D) Business to Consumer.

b. _____ are compiled and organized by human according to different categories like art, news, health etc.

- (A) Search Engines. (B) Web Directories.
(C) Both (A) & (B) (D) None of the above

c. Discussions forums where users can asynchronously post messages and read messages posted by others,

- (A) E-Mail (B) FTP
(C) NNTP (D) None of the above

d. _____ is an agent, which has the capability to deal with new and trying situations.

- (A) Collaborative agent (B) Mobile agent
(C) Intelligent agent (D) None of the above

e. “Hit & Miss” quality is the characteristic feature of :

- (A) E-Marketing (B) Traditional Marketing
(C) Both (A) & (B) (D) None of the above

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- f. Customers of an E-Commerce site interact with it through a series of consecutive and related requests made during a single visit is called:
- (A) Chapter (B) Session
(C) Login & Logout. (D) All of the above.
- g. Online marketing means using the power of online networks, computer communications and digital interactive media to reach marketing objectives.:-
- (A) Above statement is true about online marketing.
(B) Above statement is false about online marketing.
(C) Above statement is true about networking.
(D) Above statement is false about networking.
- h. Denial-of-service Attacks causes _____ damage:-
- (A) Network & technical. (B) Virtual.
(C) Financial. (D) No.
- i. This system determines which inside services may be accessed from the outside services, and which outside services may be accessed by insiders :-
- (A) Anti virus. (B) Firewall
(C) Trojan horse (D) Internet server
- j. In which system a consumer possesses an electronic chequebook on a (PCMCIA) card:-
- (A) Credit Card (B) Visa Cash
(C) E-Cheque (D) None of the above

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

- Q.2** a. What are the developments that have contributed to the emergence of the internet as an electronic commerce infrastructure? (8)
- b. Describe any four E-business models based on the relationships of transaction type. (8)
- Q.3** a. What are Hybrid agents? Compare it with heterogeneous agents. (8)
- b. Write short notes on (any **TWO**):- (8)
- (i) Shell access
(ii) Dial-up-Modem
(iii) SLIP
(iv) IPv6

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- Q.4** a. What is Traditional Marketing? State problems associated with it? (8)
- b. What is E-Marketing Value Chain? Explain it's components with the help of a diagram? (8)
- Q.5** a. What do you understand by the term Computer Virus? How they are harmful to E-Business? Describe TROJAN HORSE and WORM? (8)
- b. Why Credit Card as E-Payment system gained popularity? What are its drawbacks? (8)
- Q.6** a. What do you understand by SCM? List the various ways to reduce inventory. (8)
- b. What do you understand by CRM? Explain the concept of customer loyalty, how it can be increased using the web? (8)
- Q.7** a. Describe the value chain of e-commerce. (8)
- b. What is Knowledge Management? Explain its advantages, draw a diagram of various stages of creating of knowledge management? (8)
- Q.8** a. Explain Wireless Applications with the help of an example. (8)
- b. Write short note on security issues pertaining to cellular technology. (8)
- Q.9** a. State the factors that should be kept in mind while designing a customer-effective website. (8)
- b. What are cookies? Why cookies can compromise privacy? Also describe how one can protect against cookies. (8)