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

AMIETE – IT (Current & New Scheme)

Time: 3 Hours   **JUNE 2016**   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. 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

b. The fastest growing component of the internet is:
   (A) WWW   **(B)** E-mail
   (C) FTP   **(D)** Gopher

c. _____ is a corporate network that works like the Internet, but belongs exclusively to one organization.
   (A) Network   **(B)** Intranet
   (C) Extranet   **(D)** Internal net

d. Hashed message is signed by a sender using
   (A) his public key   **(B)** his private key
   (C) receiver's public key   **(D)** receiver's private key

e. In a client/server application, the _____ logic provides the user interface.
   (A) business   **(B)** information/data
   (C) presentation   **(D)** None of these

f. By electronic commerce we mean:
   (A) Commerce of electronic goods
   (B) Commerce which depends on electronics
   (C) Commerce which is based on the use of internet
   (D) Commerce which is based on transactions using computers connected by telecommunication network

g. 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

h. Which organisation has recently released the findings of its survey to evaluate the E- commerce scenario in India?
   (**A**) NASSCOM   (**B**) CSI
   (**C**) IEEE   (**D**) IETE

i. E-Commerce is associated with the buying and selling of _____ via computer networks
   (**A**) Information   (**B**) Products
   (**C**) Services   (**D**) All of these

j. A B2B reverse auction is
   (**A**) the same as a seller auction
   (**B**) intended to reduce the price by increasing competition from suppliers
   (**C**) always run through a B2B marketplace
   (**D**) Both (**A**) and (**B**)

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.   (**8**)

          b. What is Business -to- Business (B2B) model? Discuss its major benefits.   (**8**)

Q.3   a. What is XML? Explain where it is used and how it is different from HTML? (**8**)

          b. What are Protocols? Explain the TCP/IP internet protocol along with their functions.   (**8**)

Q.4   a. Explain the difference between traditional marketing and online marketing.   (**8**)

          b. What are the reasons for the growing importance of e-advertisements?   (**8**)

Q.5   a. What are generic sources of e-business risks? What is the objective of e-business risk management?   (**8**)

          b. List the general security issues that e-businesses must consider.   (**8**)

Q.6   a. What do you understand by SCM? List the various ways to reduce inventory.   (**8**)

          b. What is customer relationship management? Explain the three stages in which strategy for e-CRM can be visualized.   (**8**)

Q.7   a. Discuss the seven dimensions of e-commerce strategies in detail.   (**8**)

          b. What is the importance of knowledge Management?   (**8**)

Q.8   a. Elaborate on various needs and concern of m-Commerce's consumer.   (**8**)

          b. Write short note on security issues pertaining to cellular technology.   (**8**)

Q.9   a. What are cookies? Why cookies can compromise privacy?   (**8**)

          b. Explain the following terms: (**4+4**)
             (i) Cyber stalking   (ii) Phishing