

AMIETE – IT (Current & New Scheme)

Time: 3 Hours

June 2018

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. Which of the following describes E-commerce?
(A) Doing business (B) Doing business electronically
(C) Sale of goods (D) All of these
- b. Disadvantages of E-commerce in India are
(i) Internet access is not universally available
(ii) Credit card payment security is not yet guaranteed
(iii) Transactions are de-personalized and human contact is missing
(iv) Cyber laws are not in place
(A) i and ii (B) ii and iii
(C) i, ii, and iii (D) i, ii, iii, and iv
- c. Which of the following is part of the four main types for e-commerce?
(A) B2B (B) B2C
(C) C2B (D) All of these
- d. Which segment do eBay, Amazon.com belong?
(A) B2Bs (B) B2Cs
(C) C2Bs (D) C2Cs
- e. Which is a function of E-commerce
(A) marketing (B) advertising
(C) warehousing (D) All of these
- f. What is the process in which a buyer posts its interest in buying a certain quantity of items, and sellers compete for the business by submitting successively lower bids until there is only one seller left?
(A) B2B marketplace (B) Intranet
(C) Reverse Auction (D) Internet
- g. The threat of new entrants is high when it is:
(A) Hard for customers to enter the market
(B) Hard for competitors to enter the market
(C) Easy for competitors to enter the market
(D) Easy for customers to enter the market

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Subject: E-COMMERCE

- h. Which of the following is a method of transferring money from one person's account to another?
 (A) electronic cheque (B) credit card
 (C) E-transfer (D) None of these
- i. Who protects system from external threats?
 (A) firewall (B) EDI
 (C) ERP (D) Script kiddies
- j. Who breaks into other people's computer systems and steals & destroys information?
 (A) Hackers (B) software
 (C) hacktivists (D) script kiddies

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

- Q. 2** a. Who are the stakeholders in E-Commerce information system? Explain the benefits and limitations of E-commerce. (10)
 b. Explain the B2B procurement environment. (6)
- Q. 3** a. Explain the working of Internet Service Provider (ISP) in E-commerce. (6)
 b. Explain Internet and WWW tools which aids e-commerce. (6)
 c. What do you understand by the term software agent? How it can be used in any business system? Explain with an example. (4)
- Q. 4** a. List out the various online marketing systems and explain any two of them with a suitable example. How it's useful in e-commerce? (8)
 b. What are the various means of E-Advertising? Explain briefly. (8)
- Q. 5** a. Explain the operation of Electronic Cheque with suitable block diagram. (8)
 b. Illustrate the electronic payment process. Explain in detail the participants involved in e-payment process. (8)
- Q. 6a.** Explain in detail about E-Supply chain management. (8)
 b. Describe, how Customer Relationship management can assist in a business organization? (8)
- Q. 7** a. List out the various E-commerce strategy and explain briefly. (8)
 b. What do you mean by Data warehouse? Explain about its importance. How it is related to e-commerce? (8)
- Q. 8** a. Write a note on WAP Programming model. (5)
 b. Discuss briefly about wireless applications. (5)
 c. Write a note on security issues pertaining to cellular technology. (6)
- Q. 9** a. Write note on any **four** of the following: (4×4)
 (i) Copyright (ii) Phishing
 (iii) Internet Gambling (iv) Cyberstalking
 (v) Intelligent websites