

AMIETE – IT (Current & New Scheme)

Time: 3 Hours

June 2019

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. When does a 'bricks and mortar' enterprise becomes clicks and mortar'?
- (A) When a business combines an online and offline presence
(B) When a business has principally an online presence
(C) A traditional business with limited online presence
(D) None of these
- b. A good CRM program needs to
- (A) Create a customer based culture
(B) Adopt customer based measures
(C) Identify customer success factor
(D) All of these
- c. Which of the following is not characteristic of a Data warehouse?
- (A) Subject oriented (B) Independent
(C) Non-volatile (D) Time-variant
- d. Artificial neural networks are used in:
- (A) Supply chain management
(B) Data warehousing
(C) Data mining
(D) Customer relationship management
- e. In a client/server application, the _____ logic provides the user interface.
- (A) presentation (B) information/data
(C) business (D) None of these
- f. 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

- g. Which of the following is not a property of e-cash?
(A) Monetary Value (B) retrievable
(C) Interpretability (D) can be copied
- h. _____ is a form of electronic commerce in which products or services are sold from a firm to a customer.
(A) Business-to-Business (B) Consumer-to-Consumer
(C) Consumer-to-Business (D) Business-to-Consumer
- i. Which of the following is not one of the benefits of e-commerce to sellers?
(A) E-commerce offers greater flexibility in meeting customer needs
(B) E-commerce can help to reduce costs
(C) E-commerce increases the net cost per contact
(D) E-commerce is a powerful tool for customer relationship building
- j. Which of the following _____ agents are computational software processes capable of roaming wide area networks.
(A) collaborative (B) interface
(C) mobile (D) smart

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

- Q.2** a. Discuss in brief the advantages and disadvantages of e-commerce. (8)
- b. What are the four core functions being performed by portals? (8)
- Q.3** a. List the client-server protocols of internet and also explain the function of each protocol. (8)
- b. What do you mean by software agent? Write various reasons why this technology is expected to grow rapidly. (3+5)
- Q.4** a. What are the problems associated with traditional marketing? (4)
- b. Explain Affiliate Marketing and Viral Marketing strategies. (8)
- c. Explain brand – leveraging marketing strategies. (4)
- Q.5** a. What are generic sources of e-business risks? What is the objective of e-business risk management? (8)
- b. Credit cards as E-payment system have proved quite popular because of various reasons. State these reasons briefly. (4)
- c. What are the keys of E-payment systems? (4)

- Q.6** a. Describe, how interactive computers and communication technology can assist in sales and support process? (8)
- b. What do you understand by SCM? List the various ways to reduce inventory. (8)
- Q.7** a. Discuss the seven dimensions of e-commerce strategies in detail. (8)
- b. What is knowledge management? Explain with the help of diagram. (8)
- Q.8** a. Give an overview of WAP programming model. (8)
- b. Explain different generations in wireless communication. (8)
- Q.9** a. Explain, what is Cyber stalking? How the Law is Standing up to Cyber stalking? (8)
- b. Briefly discuss website goals and objectives. (8)