

AMIETE – IT (NEW SCHEME)

Time: 3 Hours

JUNE 2012

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. Purchasing and procurement transactions are a major part of the _____ category of e-commerce.

- (A) B2C (B) B2B
(C) C2B (D) P2P

b. The _____ of e-commerce has “forced” changes in the strategic planning process.

- (A) speed (B) complexity
(C) size (D) expense

c. In an attempt to react effectively to the dynamic e-commerce market, firms are focusing upon:

- (A) computerized strategic planning.
(B) the elimination of strategic planning.
(C) the use of “simple rules”.
(D) replacing strategy with vision.

d. Under the process of _____ strategy, strategic decisions are made by the same front line executives who will implement it.

- (A) emergent (B) interactive
(C) customized (D) sense and respond

e. The site’s ability to enhance user-to-user communication is at the core of interface:

- (A) customization (B) connection
(C) community (D) communication

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- f. E-bay would be best described as a site that is
- (A) product- dominant (B) information- dominant
(C) service-dominant (D) category- dominant
- g. All of the following are part of the 7Cs framework EXCEPT:
- (A) context (B) capital
(C) community (D) connection.
- h. The interface is:
- (A) a virtual representation of a firm's value proposition.
(B) a visual representation of a firm's value proposition.
(C) a means of answering questions for prospective customers.
(D) all of the above.
- i. Passwords are applied to files in order to
- (A) assist in maintenance.
(B) speed us access
(C) prevent unauthorized access
(D) allow encryption.
- j. A proxy server is used as the computer
- (A) with external access (B) acting as a backup
(C) performing file handling (D) accessing user permissions.

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

- Q.2** a. What is the difference between e-business and e-commerce? (5)
- b. What are the different constraints in the progress of e-commerce? (3)
- c. Explain the Business to Consumer (B2C) model of e-commerce. (8)
- Q.3** a. What do you mean by internet connectivity? What are the different Modes of getting connected with the internet? Also compare their features. (8)
- b. What are software agents? Explain it's applications and types. (8)
- Q.4** a. Explain the browsing behaviour model. (8)

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- b. State the rules that are applicable for marketing strategy on the web. (8)
- Q.5** a. E-commerce is prone to several kinds of security breaches. Explain any four (4)
- b. Explain the following two modes of e-cash:
- (i) Anonymous mode (6)
- (ii) Identified mode (6)
- c. Describe the security schemes adopted in SSL and SET. (6)
- Q.6** a. What do you understand by E-Customer Relationship Management? Explain how customer loyalty can increase using the web. (8)
- b. Explain the four major decision areas in supply chain management. (8)
- Q.7** a. While planning an e-commerce project, who are the people involved in the planning process. (8)
- b. What are the seven dimensions of E-commerce strategy? Explain. (8)
- Q.8** a. What are the advantages & disadvantages of m-commerce? (8)
- b. Discuss different security issues pertaining to Cellular Technology. (8)
- Q.9** a. How can the children be protected from cyber porn? (5)
- b. Why cookie can compromise privacy? State how one can protect oneself against cookies? (5)
- c. Briefly discuss website goals and objectives. (6)