

AMIETE – IT

Time: 3 Hours

JUNE 2014

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. 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

b. Electronic Data Interchange is necessary in

- (A) B2C e-commerce
- (B) C2C e-commerce
- (C) B2B e-commerce
- (D) Commerce using internet

c. A firewall is a

- (A) wall built to prevent fires from damaging a corporate intranet
- (B) security device deployed at the boundary of a company to prevent unauthorised physical access
- (C) security device deployed at the boundary of a corporate intranet to protect is from unauthorized access
- (D) device to prevent all accesses from the internet to the corporate intranet

d. By encryption of a text we mean

- (A) compressing it
- (B) expanding it
- (C) scrambling it to preserve its security
- (D) hashing it

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- e. The acronym DES stands for
- (A) Digital Evaluation System (B) Digital Encryption Standard
(C) Digital Encryption System (D) Double Encryption Standard
- f. A digital signature is
- (A) a bit string giving identity of a correspondent
(B) a unique identification of a sender
(C) an authentication of an electronic record by tying it uniquely to a key only a sender knows
(D) none of these
- g. In Electronic cash payment
- (A) a debit card payment system is used
(B) a customer buys several electronic coins which are digitally signed by coin issuing bank
(C) a credit card payment system is used
(D) RSA cryptography is used in the transactions
- h. In cheque payment protocol, the purchase order form is signed by purchaser using
- (A) his public key
(B) his private key
(C) his private key using his signature hardware
(D) various public keys
- i. The bank has to have the public keys of all customers in SET protocol as it has to
- (A) check the digital signature of customers
(B) communicate with merchants
(C) communicate with merchants credit card company
(D) certify their keys
- j. 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

**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)**

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- b. Discuss e-business model based on the relationship of transaction parties? (8)
- Q.3** a. Describe the role of broadband technology in e-commerce. (4)
- b. What is an Internet Service Provider? Describe any two ISP players in India. (6)
- c. What is XML? Explain where it is used and how it is different from HTML. (6)
- Q.4** a. Explain the difference between e-commerce and traditional commerce. (4)
- b. What is e-branding? Describe few parameters to be considered for online business when determining e-branding. (8)
- c. Explain Brand-Leveraging marketing strategies. (4)
- Q.5** a. Explain about digital based electronic payment systems. (6)
- b. Discuss the properties of e-cash. (4)
- c. Discuss the advantages and disadvantages of digital signature. (6)
- Q.6** a. What is CRM? How CRM is used in today's scenario? (8)
- b. What is e-supply chain management? Discuss the features of supply chain management. (8)
- Q.7** a. Discuss the seven dimensions of e-commerce strategies in detail. (8)
- b. Describe the virtual value chain in e-commerce. (8)
- Q.8** a. Explain the differences between e-commerce and m-commerce. (8)
- b. What is WAP? Why WAP is important? (8)
- Q.9** a. Elaborate five points of effective web designing. (10)
- b. Discuss key factors to identify cyber stalking. (6)