

Code: AT77

Subject: E-COMMERCE

+AMIETE – IT (Current Scheme)

Time: 3 Hours

JUNE 2015

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. Electronics Data Interchange is used in

- | | |
|--------------------------------|----------------------------------|
| (A) Business to consumer model | (B) Business to business model |
| (C) Consumer to business model | (D) Business to government model |

b. Hypertext transfer Protocol of the Web helps in:

- | | |
|---------------------------|------------------------------|
| (A) Information storage | (B) Information manipulation |
| (C) Information retrieval | (D) All of these |

c. Packet switching technique in networks is used for:

- | | |
|---------------------------|-----------------------|
| (A) Information retrieval | (B) Data storage |
| (C) Data manipulation | (D) Data transmission |

d. Data mining yields following types of information:

- | | |
|---------------------|------------------|
| (A) Association | (B) Sequences |
| (C) Classifications | (D) All of these |

e. Packet filtering is done with the use of:

- | | |
|-------------|---------------------------------|
| (A) Browser | (B) Packet switching |
| (C) Routers | (D) Universal Resource locators |

f. Monetary value property of electronic cash implies that:

- | |
|---|
| (A) It must be backed by either cash or a bank's certified cashier's cheque |
| (B) It must be exchangeable for payment for other e-cash |
| (C) It must be storable and retrievable |
| (D) It must not be easy to copy or tamper with while being exchanged |

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- g. E-SCM is:
- (A) Web-enabled (B) Demand-supply enabled
(C) Web-based (client and server) (D) None of these
- h. Artificial neural networks are used in:
- (A) Data mining
(B) Data warehousing
(C) Supply chain management
(D) Customer relationship management
- i. Wireless application is a:
- (A) Hardware (B) Software
(C) Client-server technology (D) A type of firewall
- j. Cookies are used to gather data on returning user's behaviour by saving information in
- (A) Permanent files (B) Master files
(C) Temporary files (D) User's files

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

- Q.2** a. What are the advantages of e-commerce? (8)
- b. What are the four core functions being performed by portals? (8)
- Q.3** a. Explain four client-server applications along with their objectives and protocols used. (8)
- b. Explain the concept and working of packet switching. (8)
- Q.4** a. What are the objectives of a Web? (8)
- b. What are the advantages of online marketing? (8)
- Q.5** a. Briefly explain the primary components of a firewall. (8)
- b. Briefly explain the criteria which ought to be satisfied for any digital payment system to succeed. (8)

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- Q.6** a. Explain the three stages in which strategy for e-CRM can be visualized. (8)
b. What are the benefits of e-SCM? (8)
- Q.7** a. What is the importance of data warehouse for an organization? (8)
b. Define knowledge management. Explain briefly various objectives of knowledge management system also. (8)
- Q.8** a. What is a wireless application? Explain six different types of wireless applications. (8)
b. What is Wireless Application Protocol (WAP)? What are the benefits of WAP? (8)
- Q.9** a. What are the four elements of a good website that encourage visitors to return to the site? (8)
b. Define the following terms briefly: (8)
(i) Phishing
(ii) Copyright