

**AMIETE – IT (Current & New Scheme)**

Time: 3 Hours

**June 2017**

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**

**Q1. Choose the correct or the best alternative in the following: (2x10)**

- a. Packet switching technique in networks is used for:
- (A) Information retrieval (B) Data storage  
(C) Data manipulation (D) Data transmission
- b. Wireless application is a:
- (A) Hardware (B) Software  
(C) Client-server technology (D) A type of firewall
- c. Firewall as part of a router program
- (A) filters only packets coming from internet  
(B) filters only packets going to internet  
(C) filters packets travelling from and to the intranet from the internet  
(D) ensures rapid traffic of packets for speedy e-Commerce
- d. EDIFACT is a standard
- (A) for representing business forms used in e-Commerce  
(B) for e-mail transaction for e-Commerce  
(C) for ftp in e-Commerce  
(D) protocol used in e-Commerce
- e. 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

- f. A B2B reverse auction is  
 (A) the same as a seller auction  
 (B) intended to reduce the price by increasing competition from suppliers  
 (C) always run through a B2B marketplace  
 (D) Both (A) and (B)
- g. One of the best ways to accommodate a broad range of visitor needs is to build \_\_\_\_\_ into the website's interface.  
 (A) flexibility (B) virtual models  
 (C) conflict (D) telephone transfers
- h. In a client/server application, the \_\_\_\_\_ logic provides the user interface.  
 (A) business (B) information/data  
 (C) presentation (D) none of these
- i. Electronic data interchange is necessary in  
 (A) B2C e-commerce (B) C2C e-commerce  
 (C) B2B e-commerce (D) commerce using internet
- 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

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**Answer any FIVE Questions out of EIGHT Questions.**

**Each question carries 16 marks**

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- Q2.** a. Write down the summary of E-business transaction models along with their small description in a tabular form. (4)  
 b. E-business model based on the relationship of transactions types is essentially ruled by two parameters. Discuss them briefly. (4)  
 c. What is Business -to- Business (B2B) model? Discuss its major benefits. (8)
- Q3.** a. What are protocols? Explain the TCP/IP internet protocol along with their functions. (8)  
 b. What is the role of ISP? List out any four ISPs which are having All-India license (4)  
 c. Draw the architecture of Public Access Providers. (4)
- Q4.** a. Explain the difference between traditional and online marketing. (8)  
 b. Explain how to create an internet marketing strategy? (8)
- Q5.** a. List the general security issues that e-businesses must consider. (8)  
 b. What is firewall? Explain the different types of firewalls. (8)

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- Q6.** a. Explain the three stages in which strategy for e-CRM can be visualized. (8)  
b. Describe the E-supply chain architecture. (8)
- Q7.** a. What is a Dataware House? Explain its functions and architecture. How it is related to e-Commerce? (8)  
b. While planning an e-commerce project, who are the people involved in the planning process? (8)
- Q8.** a. What is Wireless Application Protocol (WAP)? What are the benefits of WAP? (8)  
b. Discuss briefly about wireless applications. (8)
- Q9.** a. Wrote short notes on the following: (2x4)  
(i) cyberstalking (iv) intelligent websites  
b. What is Phishing? Discuss briefly. (8)