

Code: AT16

Subject: E-COMMERCE

AMIETE – IT (OLD SCHEME)

Time: 3 Hours

OCTOBER 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. Advantages of B2C commerce to customers are
- (i) wide variety of goods can be accessed and comparative prices can be found.
 - (ii) shopping can be done at any time.
 - (iii) privacy of transactions can be guaranteed.
 - (iv) security of transactions can be guaranteed.
- (A) (i) & (ii) (B) (ii) & (iii)
(C) (iii) & (iv) (D) (i) & (iv)
- b. EDIFACT standard was developed by
- (A) American National Standard Institute.
 - (B) International Standard Institute.
 - (C) European Common Market.
 - (D) United Nations Economic Commission for Europe.
- c. Main function of proxy application gateway firewall is
- (A) to allow corporate users to use efficiently all internet services.
 - (B) to allow intranet users to securely use specified internet services.
 - (C) to allow corporate users to use all internet services.
 - (D) to prevent corporate users from using internet services.
- d. Encryption is required to
- (i) protect business information from eavesdropping when it is transmitted on internet.
 - (ii) efficiently use the bandwidth available in PSTN.
 - (iii) to protect information stored in companies' databases from retrieval.
 - (iv) to preserve secrecy of information stored in databases if an unauthorized person retrieves it.
- (A) (i) & (ii) (B) (ii) & (iii)
(C) (iii) & (iv) (D) (i) & (iv)

Code: AT16

Subject: E-COMMERCE

- e. Triple DES
- (A) is a symmetric key encryption method.
 - (B) guarantees excellent security.
 - (C) is implementable as a hardware VLSI chip.
 - (D) is public key encryption method with three keys.
- f. Certification of Digital signature by an independent authority is needed because
- (A) it is safe.
 - (B) it gives confidence to a business.
 - (C) the authority checks and assures customers that the public key indeed belongs to the business which claims its ownership.
 - (D) private key claimed by a sender may not be actually his/her.
- g. In electronic cheque payments developed, it is assumed that most of the transactions will be
- (A) customers to customers
 - (B) customers to business
 - (C) business to business
 - (D) banks to banks
- h. _____are networks that connect people within a company to each other and to the company network.
- (A) Intranets
 - (B) Bitstreams
 - (C) Internets
 - (D) Extranets
- i. _____is the encompassing term that involves the use of electronic platforms – intranets, extranets and the Internet – to conduct a company's business.
- (A) E-procurement
 - (B) E-commerce
 - (C) E-business
 - (D) E-marketing
- j. Websites upon which members can congregate online and exchange views on issues of common interest are known as _____.
- (A) virtual communities
 - (B) web communities
 - (C) e-marketing
 - (D) web casts

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

- Q.2** a. What is the basic framework requirement of e-commerce implementation? (8)
- b. Compare traditional and electronic commerce. (8)

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- Q.3** a. Differentiate between private network and virtual private network. (8)
- b. What are the benefits of using Internet and Intranet for supply chain management? (4)
- c. Explain the functioning of File Transfer Protocol (FTP). (4)
- Q.4** a. What are different client server network security problems? (5)
- b. What is a firewall? Explain different limitations of firewall. (8)
- c. Explain cryptography. Which are the two basic methods of cryptography? (3)
- Q.5** a. Explain Business to Business (B2B) model. (5)
- b. How can a customer navigate through an e-commerce site for purchases? (5)
- c. Explain the client server structure of the web. (6)
- Q.6** a. List the disadvantages of credit cards. (5)
- b. Explain the following types of electronic payment system in brief:
 (i) Electronic tokens
 (ii) E-cash (6)
- c. What are the different advantages of Electronic Payment System? (5)
- Q.7** a. Describe the benefits of EDI. (5)
- b. What are digital signatures? (5)
- c. Give the layered structure of EDI and compare EDI versus e-mail. (6)
- Q.8** a. Define supply chain management and also describe its components. (8)
- b. What are the consumer-oriented applications of E-Commerce? (8)
- Q.9** Write short notes on the following:
- (i) Risks associated with electronic payments.
 (ii) Consumer – oriented E-commerce applications.
 (iii) Reasons for increasing popularity of E-commerce in business.
 (iv) EDI applications in business (4×4)