E-COMMERCE (SEMESTER - 8)

CS/B.Tech(IT)/SEM-8/IT-801/09
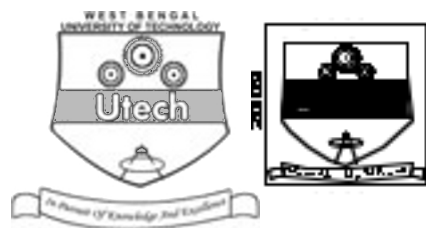
1. ....
   Signature of Invigilator

2. ....
   Signature of the Officer-in-Charge

Reg. No.

Roll No. of the Candidate

CS/B.Tech(IT)/SEM-8/IT-801/09

ENGINEERING & MANAGEMENT EXAMINATIONS, APRIL – 2009

E-COMMERCE (SEMESTER - 8)

Time : 3 Hours]   [Full Marks : 70

INSTRUCTIONS TO THE CANDIDATES :

1. This Booklet is a Question-cum-Answer Booklet. The Booklet consists of **32 pages**. The questions of this concerned subject commence from Page No. 3.

2. a) In **Group – A**, Questions are of Multiple Choice type. You have to write the correct choice in the box provided **against each question**.

   b) For **Groups – B** & **C** you have to answer the questions in the space provided marked 'Answer Sheet'. Questions of **Group – B** are Short answer type. Questions of **Group – C** are Long answer type. Write on both sides of the paper.

3. **Fill in your Roll No. in the box** provided as in your Admit Card before answering the questions.

4. Read the instructions given inside carefully before answering.

5. You should not forget to write the corresponding question numbers while answering.

6. Do not write your name or put any special mark in the booklet that may disclose your identity, which will render you liable to disqualification. Any candidate found copying will be subject to Disciplinary Action under the relevant rules.

7. **Use of Mobile Phone and Programmable Calculator is totally prohibited in the examination hall.**

8. You should return the booklet to the invigilator at the end of the examination and should not take any page of this booklet with you outside the examination hall, **which will lead to disqualification**.

9. Rough work, if necessary is to be done in this booklet only and cross it through.

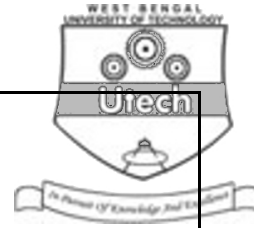### No additional sheets are to be used and no loose paper will be provided

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FOR OFFICE USE / EVALUATION ONLY
Marks Obtained

	Group – A										Group – B				Group – C				Total Marks	Examiner's Signature
Question Number																					
Marks Obtained																					

....
Head-Examiner/Co-Ordinator/Scrutineer

8803 (20/04)

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ENGINEERING & MANAGEMENT EXAMINATIONS, APRIL – 2009

E-COMMERCE

SEMESTER - 8

Time : 3 Hours]   [Full Marks : 70

GROUP – A

(Multiple Choice Type Questions)

1.   Choose the correct alternatives of the following :   10 × 1 = 10

i)   A/An …..................... is a network that links selected resources of a company's Internet with its customers, suppliers or other business partners.

   a)   Internet   b)   Extranet

   c)   Virtual Private Network   d)   Wide Area Network.

ii) eBay is an example of a/an …......................... e-commerce site.

   a)   B2C   b)   EDI

   c)   C2C   d)   B2B.

iii) Which one is NOT a force fuelling e-commerce ?

   a)   Economic Force

   b)   Technology and digital convergence

   c)   Internet Task Force

   d)   Marketing and customer interaction force.

iv) Asymmetric encryption uses

   a)   Public Key   b)   Private Key

   c)   Both of these   d)   None of these.

4

v) Industry Consortium is an example of

   a) Independent type e-market place

   b) Sales oriented e-market place

   c) Purchase oriented e-market place

   d) Third party operated e-market place.

vi) RSA algorithm deals with

   a) Cyber law   b) encryption

   c) EDI   d) Digital Signature.

vii) Which one is not related to online payment ?

   a) Credit Card   b) Debit Card

   c) e-value   d) Delayed Signature.

viii) Which one is not an EDI Standard ?

   a) ODETTE   b) TRADACOMES

   c) ANSI X.12   d) ANSI 24.

ix) Which one is not a domain name ?

   a) .nic   b) .nes

   c) .boc   d) .ernet.

x) Example(s) of e-money is/are

   a) Credit Card   b) Debit Card

   c) Charge Card   d) All of these.

GROUP – B

(Short Answer Type Questions)

Answer any *three* of the following.   3 × 5 = 15

2.   Explain the features needed for a B2B platform.

3.   Compare Charge card and Credit card.

4.   What is internet banking ? How is it established ?

5.   Distinguish between symmetric and asymmetric cryptosystems.

6.   Explain SET protocol.

GROUP – C

(Long Answer Type Questions)

Answer any *three* of the following.   3 × 15 = 45

7.   a)   What is EDI ?

   b)   What are the main components of an EDI system ?

   c)   What do you mean by EDI standards ?

   d)   What is UN/EDIFACT ?

   e)   What is the importance of EDI ?   2 + 4 + 3 + 2 + 4

8.   a)   What do you mean by supply chain of E-Commerce ?

   b)   Why is Supply Chain Management vital for E-Commerce ?

   c)   Explain the role played by E-Supply Chain planning tools in managing the supply chain of an E-Business.

   d)   How does Supply Chain Management Portals help E-Commerce in managing supply chain ?   2 + 3 + 5 + 5

9. a) What is Firewall ?

   b) State the functions of Firewalls in e-Commerce.

   c) What are Digital Signatures ? How do they differ from Digital Certificates ?

   d) Explain in brief how data security is achieved through the Digital Signature.

   $$2 + 4 + (2 + 2) + 5$$

10. a) What is ERP ?

    b) What is Business Process Redesign ?

    c) Why is it necessary to do Business Process Redesign before implementing ERP ?

    d) What is a Data Warehouse ? Explain its utility.

    e) How are ERP and e-Commerce related to each other ? $2 + 2 + 4 + (2 + 3) + 2$

11. Write short notes on any *three* of the following : $3 \times 5 = 15$

    a) Virtual Auction

    b) Digital Signature

    c) E-diversity

    d) Online payment

    e) Smart Card.

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END