Name : ....

Roll No. : ....

Invigilator's Signature : ....

CS/MBA/SEM-4 FT & 6 PT/SM-405/2012

2012

E-BUSINESS

Time Allotted : 3 Hours *Full Marks* : 70

The figures in the margin indicate full marks.

Candidates are required to give their answers in their own words
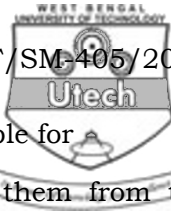
as far as practicable.

GROUP – A
(Multiple Choice Type Questions)

1. Choose the correct alternatives for any *ten* of the following :

    $10 \times 1 = 10$

    i)   eBay.com uses all the following business models *except*

    a) C2C b) market creator

    c) *m*-commerce d) service provider.

    ii) XML is a

    a) security software

    b) webpage development language

    c) type of virus

    d) none of these.

    iii) One way to make *e*-commerce more efficient and secure is to use a

    a) digital signature b) digital envelope

    c) digital certificate d) none of these.

iv) Which of the following is a security protocol ?

    a)   SSL   b)   HTTPS

    c)   TCP   d)   IP.

v) Which of the following is an *e*-payment method ?

    a)   *E*-cheque   b)   *E*-draft

    c)   *E*-cash   d)   *E*-card.

vi) Which of the following is not an *E*-business model based on transaction parties ?

    a)   B2B   b)   C2C

    c)   B2C   d)   D2K.

vii) A .... is a software application that acts as a filter between a company's closed group network and the internet.

    a)   firewall   b)   virtual private network

    c)   proxy server   d)   router.

viii) Auctions are related to which of the following *E*-business model ?

    a)   Subscription   b)   Brokerage

    c)   Advertising   d)   Affiliate.

ix) The addresses used by browsers to identify the location of content on the web are called

    a)   domain names

    b)   uniform resource locators

    c)   IP addresses

    d)   hypertext transfer protocol.

x) The internet Layer of TCP/IP is responsible for

    a) placing packets on and receiving them from the network medium

    b) addressing, packaging and routing messages

    c) providing communication with the application by acknowledging and sequencing the packets to and from the application

    d) providing a variety of application with the ability to access the services of the lower layers.

xi) CTR is a measure of

    a) the number of times an ad is clicked

    b) the number of times an ad is served

    c) the number of https requests

    d) the number of pages viewed.

GROUP – B
(Short Answer Type Questions)
Answer any *three* of the following.   3 × 5 = 15

2. Explain B2C model of *e*-business based on the relationship of transaction parties.

3. Compare credit cards with debit cards as *e*-payment systems.

4. What are the digital signatures ? How do they differ from digital certificates ?   3 + 2

5. What is CRM ? Explain *e*-CRM solutions.   2 + 3

6. What is *m*-commerce ? What are its components ?   2 + 3

GROUP – C

(Long Answer Type Questions)

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

7. a) Explain 'brokerage' model of *e*-business based on the relationship of transaction types.   5

    b) What is firewall ? Why is it required ? What should a firewall contain ?   2 + 2 + 2

    c) What is denial-of-service attack ? How does it affect *e*-commerce ?   3 + 1

8. a) What is *e*-cash ? Describe the steps involved in the operation of *e*-cash by an individual.   2 + 4

    b) What are the security requirements for safe *e*-payments ?   5

    c) Describe how RSA and DES algorithms can be used for EDI security.   4

9. a) What is SCM ? How is it managed ?   2 + 3

    b) What are the benefits of *e*-SCM ? What are its components ?   2 + 3

    c) Discuss briefly *e*-supply chain architecture.   5

10. a) What is 'knowledge' ? Describe the stages for creation of 'knowledge management'.   2 + 3

    b) What is BPR ? Explain.   1 + 3

    c) What are the reasons for the growth of ERP market ?   3

    d) What are the advantages of ERP system ?   3

11. Write short notes on any *three* of the following :   3 × 5

    a) Software piracy

    b) Call centre

    c) Crytography

    d) SAP or Oracle Applications

    e) WAP.

=============