WEST BENGAL UNIVERSITY OF TECHNOLOGY

CS-802E

E- COMMERCE (IT)

Time Allotted: 3 Hours   Full Marks: 70

The questions are of equal value.
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. Answer *all* questions.   10×1 = 10

(i) Electronic Commerce is commerce enabled by

   (A) EDP era technologies   (B) MIS era technologies

   (C) Internet era technologies   (D) All of these ✓

(ii) SHA is more secure than MD5 by the factor of

   (A) 2^{16} (B) 2^{64}

   (C) 2^{8} (D) 2^{32} ✓

(iii) In EAN coding system, within the EAN code manufacturer is of ____ bit/s and check digit is of ____ bit/s.

   (A) 4, 2   (B) 3, 3

   (C) 5, 1 ✓   (D) 1, 4

(iv) Friction in a transaction is defined as

   (A) overhead ✓   (B) loss

   (C) profit   (D) none of these

(v) If Z = 160 and E = 7, then for what value of D, (ED mod Z = 1) will be satisfied?

   (A) 33   (B) 22

   (C) 45   (D) 23 ✓

(vi) 'Flood Attack' by attackers happens on

   (A) router ✓   (B) hub

   (C) switch   (D) server

(vii) "Mouse Rollover Effect" is the example of

   (A) Server Side Scripting   (B) Client Side Scripting

   (C) Both (A) and (B) ✓   (D) None of these

(viii) Which of the following is ASCII protocol?

   (A) SNMP   (B) SMTP

   (C) SET   (D) PGP ✓

(ix) Use the SHIFT CIPHER with key = 17 to encrypt the message "WBUT". The cipher text will be

   (A) XCVU   (B) NSLK ✓

   (C) ALSEC   (D) KLMPN

(x) Which of the following card contains a microprocessor and a storage unit?

   (A) Smart Card ✓   (B) Debit Card

   (C) Credit Card   (D) None of these

GROUP B
(Short Answer Type Questions)

Answer any *three* questions.   3×5 = 15

2. What is E-business? How does it help the marketing?   2+3

3. Write down various advantages of e-business?   5

4. What do you mean by online payment? How does it differ from e-payment?   3+2

5. Explain about Internet, Intranet & Extranet.   5

6. What is firewall? What do you know about DNS?   2+3

GROUP C
(Long Answer Type Questions)

Answer any *three* questions.   3×15 = 45

7. What do you know about e-cash? What is digital signature? How it relates with e-commerce? What do you mean by digital library? Write down the application of digital library.   4+3+2+3+3

8. What is EDI? How EDI works? Explain with diagram. Write down the advantages of EDI. How does it help e-commerce business strategy?   3+4+4+4

9. What is tele marketing & online marketing? How e-commerce differs from m-commerce? What do you know about supply chain management? How it relates with e-commerce?   3+3+4+3+2

10. What is cryptography? Explain various types of cryptography. Why cryptography is needed for e-commerce? What do you know about RSA algorithm? Explain.   15

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

    (a) Copyright

    (b) E-governance

    (c) Smart Card

    (d) E-mail

    (e) HTML