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Paper Code : IT-703A

E-COMMERCE

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 the following :

$10 \times 1 = 10$

i) EBay is an example of a/an .... E-commerce site.

   a) B2C   b) EDI

   c) C2C   d) B2B.

ii) The IT Act was passed by the Indian Parliament in the year

   a) 1999   b) 2000

   c) 2001   d) 2002.

iii) .... marketing is the internet version of word-of-mouth marketing.

   a) Virai   b) Visceral

   c) Virtual   d) Virile.

iv) Convergence of content enables companies

   a) sophisticated information publishing and browsing tools

   b) to use networked database

   c) to gather, process, manipulate and distribute information

   d) all of these.

v) The E-commerce domain that involves business activity initiated by the consumer and targeted to businesses is known as

   a) Consumer to Business (C2B)

   b) Business to Business (B2B)

   c) Consumer to Consumer (C2C)

   d) Business to Consumer (B2C).

vi) A .... is a B2B trading network that links a particular seller with its own trading partners.

   a) Bitstream

   b) Virtual network

   c) Web community

   d) Private trading network.

vii) Which one is not an EDI standard ?

   a) ODETTE

   b) TRADACOMES

   c) ANSI X.12

   d) ANSI 24.

viii) Firewalls operate by

   a) using a proxy server during internet access

   b) isolating intranet from extranet

   c) screening packets to/from the network and provide controllable filtering of network traffic

   d) none of these.

ix) Which of the following is not one of the benefits of e-commerce to sellers ?

a) E-commerce increases the net cost per contact

b) E-commerce can help to reduce costs

c) E-commerce is a powerful tool for customer relationship building

d) E-commerce offers greater flexibility in meeting customer needs.

x) What is the full form of SWIFT ?

a) Society for Worldwide Internet Financial Telecommunications

b) Secret Wide Interbank Financial Telecommunications

c) Society for Worldwide Interback Financial Telecommunications

d) None of these.

GROUP – B

(Short Answer Type Questions)

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

2. Differentiate B2B and B2C e-commerce models in the light of market size, data quality, cost of a sale, types and buying and selling processes.

3. What is Cryptography ? Describe the working principle of DES algorithm.

4. a) What is e-Governance ?

b) What are the advantages of e-governance ?　1 + 4

5. Write the features of IT Act, 2000.

6. What do you mean by ethical hackers ? Explain.

GROUP – C

(Long Answer Type Questions)

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

7. a) What is e-commerce ? Compare and contrast between e-commerce and traditional commerce.

b) Site examples of products or services where

i) Traditional commerce is best suitable

ii) e-commerce is best suitable

iii) Combination of traditional and e-commerce is required

iv) Cases are questionable.

c) What are the infrastructural requirements of e-commerce ?　(2 + 3) + 4 + 6

8. What is e-business ? Discuss about the features of online bookshop. What is digital cash or e-cash ? Explain with the help of a diagram, how an online banking system works. Why is Supply Chain Management vital for E-commerce ?　3 + 3 + 3 + 4 + 2

9. What do you know by business partners ? Explain EDI Trade Cycle using a flow chart. Explain EDI agreement. Describe EDI Security.　3 + 4 + 4 + 4

10. a) What are the various cyber crimes ?

b) What is the need for cyber law ?

c) What are the different measures to prevent cyber crimes ?

d) What are the legal issues for internet commerce ?　4 + 2 + 4 + 5

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

a) VAN (Value Added Network)

b) Digital Wallet

c) E-SCM

d) Digital Signature

e) RSA Algorithm.

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