#  <br> Name: <br> Roll No. : <br> $\qquad$ <br> $\qquad$ <br> CS/B.TECH(IT)(SEPARATE SUPPLE)/SEM-8/IT-801/2011 2011 E-COMMERCE 

Time Allotted : 3 Hours

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 Guestions )

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

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10 \times 1=10
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i) Dell.com is an example of a/an ecommerce site.
a) B 2 C
b) EDI
c) C 2 C
d) B 2 B .
ii) VADS stands for
a) value added data service
b) value adopted data service
c) value added data security
d) none of these.
iii) Which one of these is under the legal framework of commerce?
a) Copyright
b) Trademarks
c) Domain names
d) All of these.
iv) EAN stands for
a) Exclusive article number
b) European article number
c) Extensive article number
d) European authentication number.
v) Which one is a model of SCM ?
a) B2G Model
b) C2A Model
c) Push Model
d) E2A Model.
vi) embedded microchip to provide electronic memory and processing capability. It can store the user's financial facts, health insurance data, credit card numbers and network identification codes and passwords.
a) Electronic Cash
b) Electronic Wallet
c) Debit Card
d) Smart Card.
vii) The IT Act was passed by the Indian Parliament in the year
a) 1999
b) 2000
c) 2001
d) 2002 .
viii) Which of the following is not a model of Ecommerce?
a) B 2 P
b) B 2 C
c) B 2 W
d) C 2 B .

a) reduction of time
b) reduction in cost
c) improving customer service
d) all of these.
xi) Digital certificates are signed by
a) CA
b) RA
c) Both (a) and (b)
d) None of these.

## GROUP - B

## ( Short Answer Type Questions )

Answer any three of the following. $3 \times 5=15$
2. Briefly explain the benefits of EDI.
3. What are virtual auction and e-diversity ?
4. How do SET transactions work ? Explain with proper diagram.
5. What is EDI ? What is its importance in E-Commerce?
6. Distinguish between symmetric and asymmetric cryptosystems.

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7. a) What is electronic market?
b) What legal issues are associated with Internet Commerce? Explain them.
c) Describe the working principle of RSA and DES algorithm for ensuring security. $3+4+8=15$
8. a) What is the working method of ECash ?
b) What are the advantages and disadvantages of such a book shop?
c) Explain the different elements in an EDI system.
$6+4+5=15$
9. a) What role does cryptography play in E-commerce ?
b) What are the $\mathrm{H} / \mathrm{W}$ requirements for Electronic marketing?
c) Discuss briefly the risks involved in Electronic marketing.
10. a) Explain the ways and means of protecting on-line Web site Operations from hackers.
b) What are firewalls ?
c) What is Proxy Server ? How does it operate?

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5+5+5=15
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11. Write short notes on any three of the following : $3 \times 5=15$
a) B 2 B
b) Digital signature
c) Digital certificates
d) Electronic newspaper
e) Web Server
f) Extranet.
