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CS/B.TECH(IT)(SEPARATE SUPPLE)/SEM-8/IT-801/2011 2011

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 any *ten* of the following :

 $10 \times 1 = 10$

- i) Dell.com is an example of a/an e-commerce site.
 - a) B2C

b) EDI

c) C2C

- d) B2B.
- ii) VADS stands for
 - a) value added data service
 - b) value adopted data service
 - c) value added data security
 - d) none of these.

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iii)	Whi	ich one of these is u	nder	the legal framework of	
	ecoı	mmerce?	In Parising Of Exercising 2nd Explains		
	a)	Copyright	b)	Trademarks	
	c)	Domain names	d)	All of these.	
iv)	EAN	I stands for			
	a) Exclusive article number				
	b) European article number				
	c)	e) 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)		is a credit	car	d-sized device with an	
	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.				
		Electronic Cash	b)	Electronic Wallet	
	a)				
	c)	Debit Card	d)	Smart Card.	
vii)	1 3				
	year		1-)	0000	
	a)	1999	b)	2000	
	c)	2001	d)	2002.	
viii)) Which of the following is not a model of Ecommerce				
	a)	B2P	h)	B2C	

B2W

c)

d) C2B.

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- ix) A key is a
 - a) value

- b) logic
- c) function
- d) all of these.
- x) EDI helps in
 - 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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GROUP - C

(Long Answer Type Questions)

Answer any three of the following.

$$3 \times 15 = 45$$

- 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 H/W requirements for Electronic marketing?
 - c) Discuss briefly the risks involved in Electronic marketing. 5 + 5 + 5 = 15
- 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?

$$5 + 5 + 5 = 15$$

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

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- a) B2B
- b) Digital signature
- c) Digital certificates
- d) Electronic newspaper
- e) Web Server
- f) Extranet.

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