



Name :

Roll No. :

Invigilator's Signature :

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 × 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. |



- 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.



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 : $3 \times 5 = 15$
 - a) B2B
 - b) Digital signature
 - c) Digital certificates
 - d) Electronic newspaper
 - e) Web Server
 - f) Extranet.