



Name :

Roll No. :

Invigilator's Signature :

CS/B.Tech(IT)/SEP. SUPPLE/SEM-8/IT-801/2012

2012

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 × 1 = 10

- i) E-commerce activities are
 - a) a subset of E-business activities
 - b) a superset of E-business activities
 - c) the same as E-business activities.
- ii) C2C is
 - a) Consumer to consumer commerce
 - b) Customer to customer commerce
 - c) Consumer to customer commerce.
- iii) Which of these is a less direct goal of E-commerce ?
 - a) 24 × 7 service
 - b) Global reach
 - c) OLAP.



- iv) Decision support is a part of (tick the most correct answer)
- a) E-advertising
 - b) E-business
 - c) OLAP.
- v) E-CRM is better than traditional CRM because
- a) help is available 24 × 7
 - b) structured information can be provided to the customer periodically, as and when needed
 - c) both (a) and (b).
- vi) Advantages in using E-SCM over traditional supply chains do not include
- a) ease of delivery
 - b) ease of ordering and order tracking
 - c) value addition.
- vii) Online tax filing is an example of
- a) E-governance
 - b) Business to Government Commerce
 - c) Business to Business Commerce.
- viii) "Infomediary" E-commerce is a type of E-commerce on the basis of
- a) Transaction party
 - b) Transaction type
 - c) both (a) and (b).



- ix) "Metamediary" Websites help
 - a) suppliers and businesses
 - b) consumers and businesses
 - c) none of these.
- x) UN-EDIFACT is a standard for
 - a) Datawarehouse usage
 - b) EDI implementation and usage
 - c) Transfer of monetary data from business to bank.

GROUP - B

(Short Answer Type Questions)

Answer any *three* of the following. $3 \times 5 = 15$

- 2. What is E-cash ? How is it different from E-cheque ? Give examples.
- 3. What are the various characteristics of a Datawarehouse ?
- 4. What is an EDI ? What are its uses in E-commerce ?
- 5. Differentiate between online payment through cards and internet banking.
- 6. How does E-SCM differ from traditional SCM ? How does E-CRM differ from traditional CRM ?

GROUP - C

(Long Answer Type Questions)

Answer any *three* of the following. $3 \times 15 = 45$

- 7. Differentiate between the following :
 - a) Credit card and Debit card
 - b) Credit card and Bank account overdraft facility
 - c) Debit card and Internet banking
 - d) E-cash and Smart card
 - e) CoD (Cash on Delivery) and payment through cheque/Demand draft.



8. Explain why secured transaction are an absolute must for E-commerce systems. Write what you know about the SETP Protocol. What are the various secure protocols used in data transfer in E-commerce ?
9. What legal challenge do electronic documents pose to their creators, controllers and users as opposed to paper-based documentation ? What is copyright ? What are the various loopholes in the Indian IT-Act 2000 ?
10. Explain in details the working principles and users of an Electronic Data Interchange, mentioning the uses of Value Added Networks. Explain what you know of UN-EDIFACT in brief.
11.
 - a) What is Symmetric Key Cryptography ? What is DES algorithm ?
 - b) What is Public Key Cryptography ? Explain with suitable diagrams.
 - c) Explain the RSA asymmetric key cryptographical algorithm.
