Name :	\ <u>\</u>
Roll No.:	
Inviailator's Signature:	

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)

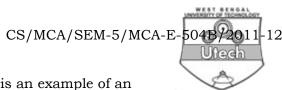
1. Choose the correct alternatives for the following:

 $10 \times 1 = 10$

- i) The process of slicing digital messages into parcels, sending them along different communication paths as they become available, and reassembling them at the destination point is called
 - a) Routing
 - b) the Transmission Control protocol
 - c) Packet switching
 - d) the File Transfer protocol.

5327 [Turn over

- ii) In addition to the Internet and the World Wide Web, which of the following technologies is integral to understanding e-commerce?
 - a) Client/server computing
 - b) Wireless computing
 - c) Peer-to-peer computing
 - d) Mainframe computing
- iii) A denial of Service (DoS) attack can compromise a Website's
 - a) integrity
- b) authenticity
- c) availability
- d) confidentiality.
- iv) Visa and Master Card are issued by
 - a) issuing banks
 - b) processing centers
 - c) credit card associations
 - d) merchant banks.
- v) Cookies typically include all of the following except
 - a) an expiration date
 - b) a unique ID number
 - c) the domain name of the server placing the cookie
 - d) the user's e-mail address.



- vi) Grainger. com is an example of an
 - a) e-procurement company
 - b) e-distributor
 - c) exchange
 - d) industry consortia.
- vii) B2C commerce
 - a) includes services such as legal advice
 - b) means only shopping for physical goods
 - c) means only customers should approach customers to sell
 - d) means only customers should approach business to buy.
- viii) A firewall may be implemented in
 - a) routers which connect intranet to internet
 - b) bridges used in an intranet
 - c) expensive modem
 - d) user's application programs.



- ix) EDI use
 - a) requires an extranet
 - b) requires value added network
 - c) can be done on internet
 - d) requires a corporate intranet.
- x) SET protocol is used for
 - a) cheque payment
 - b) e-cash payments
 - c) credit card payment
 - d) payment of small amounts for internet services.

GROUP - B

(Short Answer Type Questions)

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

- 2. What is "friction" in a transaction ? How electronic commerce is different from traditional commerce ? 2 + 3
- 3. Illustrate with a suitable diagram how financial EDI payments are made.

5327 4

- 4. What do you mean by e-business? Compare and contrast e-commerce with e-business. 2 + 3
- 5. What is digital signature? How does it work?
- 6. Illustrate some interesting features of IT Act, 2000. 5

GROUP - C

(Long Answer Type Questions)

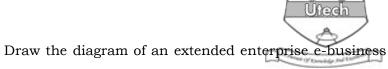
Answer any *three* of the following. $3 \times 15 = 45$

- 7. Define the static and mobile software agents. List the reasons why we need software agents. List the properties of mobile software agents. What is an anthropomorphic interface ?
 Give an example.
 2 + 2 + 4 + 4 + 2 + 1
- 8. What is SET and how does it address the authentication and refutability problems in the credit card payment system? Explain the differences between a standard online credit card transaction and the SET transaction process. Why has SET not been widely adopted? What is an affiliate model? Provide two examples of e-commerce businesses that use this model.
 (2 + 3 + 4 + 3) + 1 + 2

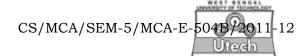
infrastructure and explain it.

9.

a)



- b) Explain the role of agents in B2B e-commerce.
- c) Explain the international e-commerce strategy with proper diagram. 5+5+5
- 10. a) What do you mean by CRM?
 - b) What are the stages in the strategic development of e-CRM?
 - c) What is business Process Re-engineering? Write down the major areas in which e-commerce supports BPR. 6
 - d) What is VADS? What are the two principal advantages of VADS? 2 + 4 + 6 + (1 + 2)



11. Write short notes on any three of the following:

- To Planning of Knowledge
- a) VPN
- b) ISP
- c) E-auction
- d) Firewalls
- e) Digital envelope.

5327 7 [Turn over