

Printed pages: 2

Sub Code: EIT-501

Paper Id:

1	0	5	9
---	---	---	---

Roll No.

--	--	--	--	--	--	--	--	--	--

B.Tech.
(SEM. FIFTH) THEORY EXAMINATION 2017-18
E-COMMERCE

Time: 3 Hours

Total Marks: 100

Note: 1. Attempt all Sections. If require any missing data; then choose suitably.

SECTION A

- 1. Attempt all questions in brief. 2 x10 = 20**
- a. Define Electronic Data Interchange. What are the components of Electronic Data Interchange?
 - b. What role does SCM play in Business to Business model i.e B2B e-Commerce.
 - c. What is Firewall? State the function of Firewall in e-commerce.
 - d. What is the need of collaborative computing?
 - e. Differentiate between E-commerce and E-business
 - f. Explain the components of E-Commerce..
 - g. Explain about B2C model?
 - h. Explain about E-marketing.
 - i. What are the basic applications of Internet?
 - j. What are the different types of E-marketplaces?

SECTION B

- 2. Attempt any three of the following: 10 x 3 = 30**
- a. Discuss in brief virtual auction.Explain the differences between virtual auction and reverse auction
 - b. What role does SCM play in Business to Business model i.e B2B e-Commerce.
 - c. Explain the ways and means of protecting online website operations from hackers.
 - d. What are the three main broad impacts the Internet has on marketing?
 - e. Describe TCP-IP refrence model.

SECTION C

- 3. Attempt any one part of the following: 10 x 1 = 10**
- a. Explain Electronic payment Systems? and state the advantages and disadvantages in EPS.
 - b. Assume a client C wants to communicate with a server S using kerberos protocol.

4. Attempt any *one* part of the following: 10 x 1 = 10

- a. Define e-payment. Give the types of e-payment system.
- b. Give advantages and disadvantages of internet marketing.

5. Attempt any *one* part of the following: 10 x 1 = 10

- a. Explain the Process of Electronic Payment System. Brief its advantages and disadvantages.
- b. How to organized and plan a software project in an organization.

6. Attempt any *one* part of the following: 10 x 1 = 10

- a. Explain COCOMO Model.
- b. Write on following.
 1. Traditional payment system.
 2. Credit card system.?

7. Attempt any *one* part of the following: 10 x 1 = 10

- a. Explain EDI Model with diagram. Mention advantages and disadvantages of EDI..
- b. Explain the linking objectives to Business Strategies in E-commerce.