

Printed Pages – 3

IT – 703

(Following Paper ID and Roll No. to be filled in your Answer Book)

PAPER ID: 1304

Roll No.

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B.Tech.

SEVENTH SEMESTER EXAMINATION, 2006-07

E-COMMERCE

Time : 3 Hours

Total Marks : 100

- Note :** (i) Attempt *ALL* questions.
(ii) All questions carry equal marks.
(iii) Be precise in your answer.

1. Attempt *any four* parts of the following : (5x4=20)

- Name five examples where e-commerce can be used to the advantages of a SME. Also name five disadvantages of doing business over the internet.
- What are the two distinct differences between B-to-C and B-to-B e-commerce. Which of these two categories has the most potential for future developments, explain your answer.
- Explain Network infrastructure for E-Commerce.
- Discuss architectural framework for E-Commerce.
- How can e-commerce help to reduce the price of goods that are sold online.

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- (f) Write short note on
- (i) B-to-G e-commerce
 - (ii) Opportunities of e-companies in India
2. Attempt *any four* parts of the following : (5x4=20)
- (a) Explain how Transaction Security protects.
 - (b) Is it possible to protect private networks from outside attack ? If yes then how ? Explain the mechanism.
 - (c) What is Mobile Commerce ? What are the benefits of using Mobile Commerce ?
 - (d) What are Mobile Information Devices ? Write short note on the working of various devices.
 - (e) Give five aspects (positive and negative) of online shopping in terms of security failure.
 - (f) Define the following terms :
 - (i) Network Security
 - (ii) Wireless Application Protocol
3. Attempt *any two* parts of the following : (10x2=20)
- (a) What is Public Key Cryptography ? What are its advantages and disadvantages. What is secret key encryption ?
 - (b) What is meant by the following terms :
 - (i) authentication
 - (ii) Secure tender
 - (iii) non repudiation
 - (iv) anonymous / auditable transfer
 - (c) List five basic principles of privacy protection. Name five internet risks. What Legal precautions should an E-manager be aware of ?

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4. Attempt *any two* parts of the following : (10x2=20)
- (a) Write notes on the following :
 - (i) E-cash
 - (ii) E-cheque
 - (iii) E-billing
 - (b) Name four modes of marketing communications and briefly explain the function of each. What is the difference between internal and external marketing ?
 - (c) Define the terms briefly :
 - (i) Digital Token Based E-payment
 - (ii) Smart Card
 - (iii) Online Banking
 - (iv) E-marketing
5. Write short note on *any two* of the following : (10x2=20)
- (a) Legal Requirement in Business
 - (b) Issues in CRM
 - (c) EDI application in Business

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