

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

PAPER ID : 7157

Roll No.

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M.B.A.

(SEMESTER-IV) THEORY EXAMINATION, 2011-12

ELECTRONIC COMMERCE

Time : 3 Hours]

[Total Marks : 100

Note : Attempt questions from **all** sections as directed.

Section – A

Answer **all** ten questions. All questions carry equal marks.

10 × 2 = 20

1. Expand and explain the following :

- (a) SSL
- (b) SGML
- (c) VPN
- (d) B2B E-Commerce
- (e) WAP
- (f) SHTTP
- (g) TCP/IP
- (h) SSL
- (i) SATAN
- (j) EFT

Section – B

2. Answer any **three** of the following questions.

3 × 10 = 30

- (a) Define E-commerce and describe how it differs from E-business. What are the limitations of E-commerce ?
- (b) Discuss the mobile commerce application in details.
- (c) What are the various payment instruments used in E-commerce ? Discuss at least two of them.
- (d) What are the four types of computer oriented applications of E-commerce ? Discuss them briefly.
- (e) Describe the complete life cycle for the development of on-line E-commerce system using any of the existing E-commerce systems.

Section – C

Answer following questions.

5 × 10 = 50

3. Explain about the architectural framework for E-commerce with diagram.

OR

Explain the security measures to be considered for any B2B E-commerce system.

4. Explain at least 3 online electronic payment modes for the E-commerce System.

OR

What are various attacks on an E-commerce website ? What preventions should be taken to counteract these attacks ?

5. Explain the method of transaction processing. How can a merchant minimize the incident of internet frauds ?

OR

How important are security issues in Online Banking ? Discuss various security issues in Online Banking.

6. What are the different business models in E-Commerce ? Explain each with suitable examples.

OR

What do you mean by Mobile Commerce ? Explain various components of Mobile Commerce.

7. What is Online Banking ? What are the advantages and disadvantages of Online Banking ?

OR

What do you mean by B2B E-commerce ? Explain each component briefly.