Printed Pages : 3

MBIT-04

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

PAPER ID : 270480

Roll No.

MBA

(SEM. IV) THEORY EXAMINATION, 2014-15
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   10×2=20
marks.

1   Expand and explain the followings:

    (a)   SSL

    (b)   WAP

    (c)   B2B E-Commerce

    (d)   E- Advertising

    (e)   LAN

    (f)   TCP/IP

    (g)   WWW

    (h)   EFT

    (i)   SATAN

    (j)   VPN

Section – B

2   Answer any three of the following questions.   3×10=30

   a)   What are the various payment instruments used in E-commerce? Discuss at least two of them.

   b)   What is a digital signature? Why is it necessary in E-Commerce?

   c)   What is online advertising? Briefly discuss the advantages of online advertising over traditional advertising.

   d)   Discuss the mobile commerce application in details.

   e)   Define E-commerce and describe how it differs from E-business. What are the limitations of E-commerce?

Section – C

Answer the following questions.   5×10=50

3   Discuss in brief about Online Banking –Security threats.

OR

Discuss in brief about Technology –enabled customer relationship management.

4.   Describe the complete life cycle for the development of on-line E-commerce system using any of the existing E-commerce systems.

OR

Discuss briefly the key components of an effective business model of E–commerce.

5. Explain SET protocol used in credit card transactions. What is the main interesting aspect of SET protocol which gives confidence to customers transacting business using Internet.

<div align="center">OR</div>

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

6   Explain at least three online electronic payment modes for the E-commerce system.

<div align="center">OR</div>

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

7   What are the various language issues in Electronic commerce? Discuss in details.

<div align="center">OR</div>

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

_____