



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

PAPER ID : 1465Roll No. **M. B. A.****(SEM. IV) EXAMINATION, 2006-07****FUNDAMENTALS OF E-COMMERCE***Time : 3 Hours]**[Total Marks : 100**Note : Attempt all questions. All question carry equal marks***1** Attempt any **four** parts of the following : **5×4=20**

- What is E-commerce? How it is different from traditional commerce?
- List few business processes that are well suited to E-commerce.
- Discuss role of multimedia in development of E-commerce.
- Give some examples of C2C E-commerce.
- List three most important advantages of E-commerce.
- Explain the role of intranet in an organization's development.

2 Attempt any **four** parts of the following : **5×4=20**

- What are the main features of I-way? How it grows?
- What are Network infrastructure for E-commerce?
- What is intranet? What are its potential benefits to an organization?
- Explain internet addressing scheme in brief.

- Describe five classes of internet addresses.
- How m-commerce is different from E-commerce.

3 Attempt any **two** parts of the following : **10×2=20**

- What are various attacks on an E-commerce website? What preventions should be taken to counteract these attacks?
- What is SSL? How does it work? Explain the method of credit and transaction.
- Explain the public key encryption technique in details.

4 Attempt any **two** parts of the following : **10×2=20**

- Explain the method of transaction processing. How can a merchant minimize the incident of internet frauds?
- What do you understand by the term 'Hacking'? How it can be prevented in an business organization?
- Discuss various security issues in online banking.

5 Attempt any **two** parts of the following : **10×2=20**

- Explain the functioning of an EDI based system and contrast it with manual transaction system.
- What are the basic components of supply-chain management? How Internet can be useful for each of them?
- Write short notes on :
 - Legal issues in E-commerce
 - Customer Relation Management.