Printed Pages—4   MCA—413

MCA

(SEM IV) EVEN SEMESTER THEORY EXAMINATION,
2009-2010

FUNDAMENTALS OF E-COMMERCE

Time : 3 Hours   *Total Marks : 100*

Note : *Attempt all questions.*

1.   Attempt **any four** parts of the following :   (4x5=20)

   (a)   What do you understand by e-commerce ?
          Explain the various business models of
          e-commerce.

   (b)   How does e-commerce help companies to
          provide better services to their customers ?

   (c)   What are the forces behind the development
          of e-commerce ? Also write down the
          reasons of e-commerce failure.

   (d)   How the broadband technologies play an
          important role in e-commerce ?

   (e)   Discuss the architectural framework for
          e-commerce in detail.

   (f)   Write a short note on ISDN.

MCA—413   **1**   *[Turn Over*

2.   Attempt **any four** parts of the following :   **(4x5=20)**

   (a)   Differentiate between the wireless and mobile computing.

   (b)   What are WAPs and where are they used ?

   (c)   What do you mean by mobile information access devices ? Name any three such devices and write down few lines for each.

   (d)   Define the following terms and give one example for each :

      (i)   CDMA

      (ii)   GPRS

   (e)   What do you understand by Inter-organizational e-commerce ? Discuss the pros and cons of it.

   (f)   Name two major technologies used for high-speed global information distribution networks.   Explain any one of the technologies.

3.   Attempt **any two** parts of the following :   **(2x10=20)**

   (a)   What is a client server network ? What may be the security threats to it and what protection methods are used to reduce these security threats ?

   (b)   Define encryption. Differentiate between the symmetric and asymmetric cryptography with the help of suitable examples.

   (c)   What is a firewall and how does it help in transaction security ? Differentiate between application level firewalls and network level firewalls.

MCA — 413   2

4. Attempt **any two** parts of the following : **(2x10=20)**

   (a) What do you mean by cryptography ? Explain the symmetric and asymmetric cryptography in detail.

   (b) What is digital signature ? Explain with the suitable diagram that how it works ?

   (c) Write short notes on the following :
       (i) Sniffer
       (ii) Message Integrity
       (iii) DSS
       (iv) Digital Public-Key Certificates

5. Attempt **any two** parts of the following :

   (a) Answer the following questions : **(4+4+2=10)**
       (i) Write down the factors that must be addressed before any payment method can be successful.
       (ii) What is a debit card ? How it differs with a credit card and a smart card ?
       (iii) Is e-cash preferable to ordinary cash ? Why or why not ? What is payment-gateway ? Why it is important for the money transaction on Internet ? Discuss the various issues that are involved in electronic payment system (EPS).

   (b) Answer the following questions : **(2+2+3+3=10)**
       (i) What is EDI ?
       (ii) How supply chain management can be improved with the help of EDI ?
       (iii) What is online banking ?
       (iv) What is magnetic strip card ? How it is different with other plastic money ?

MCA –413   3   *[Turn Over*

(c) Answer the following questions : (5+5=10)

    (i) What are the challenges before the law makers for e-commerce ?

    (ii) How the Government policies do effects the development of e-commerce ?

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