



PAPER ID-310033

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Subject Code: NBC705

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**MCA**  
**(SEM-VII) THEORY EXAMINATION 2020-21**  
**E-BUSINESS STRATEGIES**

*Time: 3 hours*

*Total Marks: 100*

**Section – A**

**Q-1 Attempt all questions. All questions carry equal marks.**

**[10X2 = 20]**

- a) What do you mean by Business strategy?
- b) What do you mean by Web commerce.?
- c) What is EDI?
- d) What is Electronic fund transfer?
- e) Explain the VPN in brief.
- f) What do you mean by Passive threats?
- g) What do you mean by SET?
- h) What do you mean by Payment Information Integrity?
- i) What is On-line Electronic Cash?
- j) What is www.

**Section – B**

**Q-2. Attempt any five questions. All questions carry equal marks.**

**[5X10 =50]**

- a) Explain the difference between traditional commerce and e-commerce.
- b) Explain the various benefits of electronic commerce.
- c) Explain the role of Internet in E-business and Various Web tools.
- d) Explain the Secure Transport Protocols.
- e) Explain the main types of e-commerce ..
- f) What is On-line auction? Explain the process of e-auction ..
- g) What is Secure Electronic Payment Protocol (SEPP). Explain the process of SEPP.
- h) Explain the Privacy Enhanced Mail and Pretty Good Privacy Mail security tools.

**Section – C**

**Attempt any two questions. All questions carry equal marks.**

**[2X15 =30]**

**Q-3** Take an example of any two ecommerce companies in India providing high end E-commerce solution and describe how they established customer confidence, trust and ensured privacy security of the E-commerce transaction?

**Q-4** Explain the Public key Encryption and Secret key Encryption and Data Encryption Standards.

**Q-5** Discuss the following in detail (any three):

- i) Enterprise network security.
- ii) Account holder and Merchant Authentication.
- iii) Data oriented access control Security Mechanism
- iv) Viruses
- v) E-commerce IT Laws in India