AMIETE – IT (NEW SCHEME) - Code: AT77

Subject: E-COMMERCE

Time: 3 Hours

JUNE 2011

Max. Marks: 100

NOTE: There are 9 Questions in all.

- **Question 1 is compulsory and carries 20 marks. Answer to Q.1 must be written in the space provided for it in the answer book supplied and nowhere else.**
- **The answer sheet for the Q.1 will be collected by the invigilator after 45 Minutes of the commencement of the examination.**
- **Out of the remaining EIGHT Questions answer any FIVE Questions. Each question carries 16 marks.**
- **Any required data not explicitly given, may be suitably assumed and stated.**

Q.1 **Choose the correct or the best alternative in the following:** (2×10)

a. If (B2B) is Business to Business then what is (B2C)

  (A) Business to Common.   (B) Business to Computer.
  (C) Business to Customer.   (D) Business to Consumer.

b. _____are compiled and organized by human according to different categories like art, news, health etc.

  (A) Search Engines.   (B) Web Directories.
  (C) Both (A) & (B)   (D) None of the above

c. Discussions forums where users can asynchronously post messages and read messages posted by others,

  (A) E-Mail   (B) FTP
  (C) NNTP   (D) None of the above

d. _____is an agent, which has the capability to deal with new and trying situations.

  (A) Collaborative agent   (B) Mobile agent
  (C) Intelligent agent   (D) None of the above

e. "Hit & Miss" quality is the characteristic feature of :

  (A) E-Marketing   (B) Traditional Marketing
  (C) Both (A) & (B)   (D) None of the above

f. Customers of an E-Commerce site interact with it through a series of consecutive and related requests made during a single visit is called:

(A) Chapter   (B) Session
(C) Login & Logout.   (D) All of the above.

g. Online marketing means using the power of online networks, computer communications and digital interactive media to reach marketing objectives.:-

(A) Above statement is true about online marketing.
(B) Above statement is false about online marketing.
(C) Above statement is true about networking.
(D) Above statement is false about networking.

h. Denial-of-service Attacks causes _____damage:-

(A) Network & technical.   (B) Virtual.
(C) Financial.   (D) No.

i. This system determines which inside services may be accessed from the outside services, and which outside services may be accessed by insiders :-

(A) Anti virus.   (B) Firewall
(C) Trojan horse   (D) Internet server

j. In which system a consumer possesses an electronic chequebook on a (PCMCIA) card:-

(A) Credit Card   (B) Visa Cash
(C) E-Cheque   (D) None of the above

Answer any FIVE Questions out of EIGHT Questions.
Each question carries 16 marks.

Q.2 a. What are the developments that have contributed to the emergence of the internet as an electronic commerce infrastructure? **(8)**

     b. Describe any four E-business models based on the relationships of transaction type. **(8)**

Q.3 a. What are Hybrid agents? Compare it with hetrogeneous agents. **(8)**

     b. Write short notes on (any **TWO**):- **(8)**

       (i) Shell access
       (ii) Dial-up-Modem
       (iii) SLIP
       (iv) IPv6

Q.4 a. What is Traditional Marketing? State problems associated with it? **(8)**

b. What is E-Marketing Value Chain? Explain it's components with the help of a diagram? **(8)**

Q.5 a. What do you understand by the term Computer Virus? How they are harmful to E-Business? Describe TROJAN HORSE and WORM? **(8)**

b. Why Credit Card as E-Payment system gained popularity? What are its drawbacks? **(8)**

Q.6 a. What do you understand by SCM? List the various ways to reduce inventory. **(8)**

b. What do you understand by CRM? Explain the concept of customer loyalty, how it can be increased using the web? **(8)**

Q.7 a. Describe the value chain of e-commerce. **(8)**

b. What is Knowledge Management? Explain its advantages, draw a diagram of various stages of creating of knowledge management? **(8)**

Q.8 a. Explain Wireless Applications with the help of an example. **(8)**

b. Write short note on security issues pertaining to cellular technology. **(8)**

Q.9 a. State the factors that should be kept in mind while designing a customer-effective website. **(8)**

b. What are cookies? Why cookies can compromise privacy? Also describe how one can protect against cookies. **(8)**