Code: AT77   Subject: E-COMMERCE

AMIETE – IT

Time: 3 Hours   **DECEMBER 2012**   Max. Marks: 100

PLEASE WRITE YOUR ROLL NO. AT THE SPACE PROVIDED ON EACH PAGE IMMEDIATELY AFTER RECEIVING THE QUESTION PAPER.

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. B2C commerce

   (A) Includes services such as legal advice
   (B) Means only shopping for physical goods.
   (C) Means only customers should approach customers to sell
   (D) Means only customers should approach business to buy

   b. Company ABC has several divisions that have created private resources that can be accessed using Internet protocols. The company is now going to link these resources together. What type of network is being described?

   (A) Internet   **(B)** Extranet
   (C) Intranet   **(D)** Virtual private network

   c. E-Commerce is associated with the buying and selling of via computer networks

   (A) Information   **(B)** Products
   (C) Services   **(D)** All of these

   d. The rules which facilitate effective flow of information between computers are called

   (A) Application layer   **(B)** Presentation layer
   (C) Transport layer   **(D)** Protocol

   e. A digital signature is

   (A) a bit string giving identity of a correspondent
   (B) a unique identification of a sender.
   (C) an authentication of an electronic record by tying it uniquely to a key only a sender knows
   (D) an encrypted signature of a sender

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f. E-marketing value chain is

(A) Customer acquisition   (B) Customer support
(C) Customer fulfillment   (D) All of these

g. E-business risk management program does not include

(A) Firewall   (B) Customer
(C) Employee education   (D) Security policy

h. Electronic fund Transfer is initiated through

(A) Electronic terminal   (B) Telephone instrument
(C) Computer   (D) All of these

i. Electronic cash must have the following properties

(A) Monetary value   (B) Non-interoperability
(C) Non-retrievability   (D) None of these

j. Credit card payments on on-line networks can be made by

(A) Using plain credit card details   (B) Using encrypted credit card details
(C) Using third-party verification   (D) All of these

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

Q.2 a. What are the building blocks in the infrastructure of electronic commerce? **(8)**

b. What is e-commerce? What are the key differences between traditional commerce and e-commerce?   **(8)**

Q.3 a. What are Protocols? Explain the TCP/IP internet protocol along with their functions.   **(8)**

b. What is the difference between HTML and XML?   **(4)**

c. What is an intelligent agent?   **(4)**

Q.4 a. What is E-marketing value chain? Explain its components with the help of a diagram.   **(8)**

b. Explain the major methods of Internet marketing trends.   **(8)**

Q.5 a. What is firewall? Explain the different types of firewalls.   **(8)**

b. Explain the four properties of E-cash.   **(8)**

Q.6   a.   What is supply chain management? What are the characteristics of supply chain management in electronic commerce?   **(8)**

b.   What are the CRM capabilities supported by business intelligence? State in points.   **(8)**

Q.7   a.   What do you understand by data warehousing? What are the characteristics of data warehousing?   **(8)**

b.   What is the importance of knowledge Management?   **(8)**

Q.8   a.   Explain the WAP architecture.   **(8)**

b.   Write a brief journey from 1G to 4G in wireless communication.   **(8)**

Q.9   Write short notes on the following: **(4×4)**

(i)   Internet gambling
(ii)   Copyright
(iii) Flexible Web Page Design
(iv)   Fixed Web Page Design