

Code: AT16

Subject: E-COMMERCE

AMIETE – IT (OLD SCHEME)

Time: 3 Hours

JUNE 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. Electronic Data Interchange is necessary in

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|--------------------|-----------------------------|
| (A) B2C e-Commerce | (B) C2C e-Commerce |
| (C) B2B e-Commerce | (D) Commerce using internet |

b. A firewall is a

- (A) wall built to prevent fires from damaging a corporate intranet
- (B) security device deployed at the boundary of a company to prevent unauthorized physical access
- (C) security device deployed at the boundary of a corporate intranet to protect it from unauthorized access
- (D) device to prevent all accesses from the internet to the corporate intranet

c. By encryption of a text we mean

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|--|------------------|
| (A) compressing it | (B) expanding it |
| (C) scrambling it to preserve its security | (D) hashing it |

d. The acronym DNS stands for

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|------------------------|--------------------------|
| (A) Data Name Server | (B) Domain Name Server |
| (C) Domain Name System | (D) Digital Name Service |

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. In Electronic cash payment
- (A) a debit card payment system is used
 - (B) a customer buys several electronic coins which are digitally signed by coin issuing bank
 - (C) a credit card payment system is used.
 - (D) RSA cryptography is used in the transactions
- g. For carrying out B2B e-Commerce the following infrastructure is essential:
- (i) World Wide Web
 - (ii) Corporate network
 - (iii) Electronic Data Interchange standards
 - (iv) Secure Payment Services
 - (v) Secure electronic communication link connecting businesses
- (A) (i), (ii) and (iii) (B) (ii), (iii) and (iv)
(C) (ii), (iii), (iv) and (v) (D) (i), (ii), (iii), (iv) and (v)
- h. 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.
- i. In public key encryption if A wants to send an encrypted message
- (A) A encrypts message using his private key
 - (B) A encrypts message using B's private key
 - (C) A encrypts message using B's public key.
 - (D) A encrypts message using his public key
- j. Disadvantages of e-Commerce in India are
- (i) Internet access is not universally available
 - (ii) Credit card payment security is not yet guaranteed
 - (iii) Transactions are de-personalized and human contact is missing
 - (iv) Cyber laws are not in place.
- (A) (i) and (ii) (B) (ii) and (iii)
(C) (i), (ii), (iii) (D) (i), (ii), (iii), (iv)

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

- Q.2** a. Explain in detail the framework of E-Commerce. (8)
- b. Differentiate between HTTP and FTP. (8)

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- Q.3** a. Define the following terms:
(i) Intranet (ii) Extranet
Also list the various advantages and disadvantages of Intranet. (8)
- b. What are Internet Protocol addresses? (4)
- c. List the various advantages of World Wide Web. (4)
- Q.4** a. What are the security issues related to e-commerce? (8)
- b. Define the following terms:
(i) Encryption (ii) Firewall (8)
- Q.5** a. Explain various advantages of Business to Business (B2B) model. (8)
- b. Explain the client server structure of the web. Clearly specify the characteristics of both client and the server. (8)
- Q.6** a. Explain the Mercantile Process Model from customer's perspective. (8)
- b. What are the risks associated with electronic payments? (8)
- Q.7** a. Explain the following types of electronic payment systems in brief:
(i) Electronic cheques
(ii) Electronic tokens
(iii) Credit Cards (4×3)
- b. List the features of Electronic Payment System (EPS). (4)
- Q.8** a. Define EDI. What are its various components? Also explain its various features. (8)
- b. What is supply chain management? Explain the different flows of SCM. (8)
- Q.9** Write short notes on the following:
(i) I-way & its components
(ii) Media convergence
(iii) Goal of Electronic Brokerages
(iv) Data Encryption Standard (DES) (4×4)