



- iii) VANs provide
 - a) secure connection
 - b) communication with other VANs
 - c) Restore transmission
 - d) All of these.
- iv) The acronym DES stands for
 - a) Digital Evaluation System
 - b) Digital Encryption Standard
 - c) Digital Encryption System
 - d) Double Encryption Standard.
- v) The main purpose of digital signature is
 - a) non repudiation b) authenticity
 - c) confidentiality d) all of the above.
- vi) In multimedia application digital audio is stored in the format
 - a) GIF b) WAV
 - c) TIFF d) BMP.
- vii) Which is not an E-commerce ?
 - a) B2B b) B2C
 - c) B2G d) B2D.
- viii) Morphing process relates to –
 - a) television advertising
 - b) object shape changes
 - c) object motion
 - d) object with straight edges.



ix) Which is not a primary component of a firewall ?

- a) Network policy b) Packet filtering
- c) Application gateways d) Data hiding.

x) EDI use

- a) requires an extranet
- b) requires value added network
- c) can be done on internet
- d) requires a corporate intranet.

GROUP – B

(Short Answer Type Questions)

Answer any *three* of the following. 3 × 5 = 15

- 2. What do mean by the term 'e-commerce' ? State the advantages of e-commerce technology. Name the different e-commerce policies. 1 + 2 + 2
- 3. What is a search engine ? How is it involved in our daily life ? Discuss the advantages and disadvantages of EDI. 1 + 1 + 3
- 4. Enumerate different types of audio signals. 5
- 5. What do you mean by business process re-engineering ? Describe it in brief along with business process re-engineering cycle. 1 + 4
- 6. What is a Supply Chain Management ? State the problems involved with SCM. 1 + 4



GROUP – C

(Long Answer Type Questions)

Answer any *three* of the following. $3 \times 15 = 45$

7. a) What do you mean by customer relationship management ? 4
- b) Discuss the different phases involved in customer relationship management. 7
- c) How does it differ from supply chain management ? 4
8. a) What are the major characteristics of Multimedia System ? 3
- b) What is MIDI ? Why is it used ? 2 + 3
- c) What is MP3 compression ? Why is it used ? How is MP3 compression done ? 2 + 2 + 3
9. a) State the duties and responsibilities of CA (Certificate Authority). 5
- b) What are the typical content of a Digital Certificate ? 5
- c) Describe briefly about symmetric and asymmetric key cryptography. 5
10. Explain E-business models with suitable example. Compare B2B and B2C. 10 + 5
11. Write short notes on :
 - a) Communication Protocol. 3
 - b) International Trade 3
 - c) Electronic Payment Systems. 3
 - d) E-Commerce Strategy. 3
 - e) Distinction between E-Business & E-Commerce. 3