2011

MULTIMEDIA AND E-COMMERCE

Time Allotted : 3 Hours   Full Marks : 70

The figures in the margin indicate full marks.

Candidates are required to give their answers in their own words

as far as practicable.

GROUP – A

(Multiple Choice Type Questions)

1.   Choose the correct alternatives for the following : 10 × 1 = 10

i)   An e-commerce site such as eBay is
     .... operation.

     a)   B2B   b)   B2C

     c)   C2C   d)   C2B.

ii) The protocol for transmitting private information ove
     the Web is

     a)   SSL   b)   SQL

     c)   FTP   d)   HTTP.

iii) The connection from the store to the credit card processing networks is provided by

    a) the acquiring bank   b) a payment gateway

    c) e-seller   d) the customer.

iv) What does the terminology ISDN mean ?

    a) Internal Service Digital Network

    b) Integrated Systems Digital Network

    c) Integrated Services Digital Naming System

    d) Integrated Services Digital Network.

v) A secure protocol that provides security for credit card payment is

    a) Secure Electronic Transaction (SET)

    b) Secure Electrical Transaction

    c) Sure Easy Transfer

    d) None of these.

vi) Which one of the following is defined as the means of creating a unique photographic image without the use of a lens ?

    a) Holography   b) Holygraphy

    c) JPG   d) None of these.

vii) The first commercial public key cryptosystem is

    a) RSA   b) ARS

    c) SRA   d) None of these.

viii) Which one of the following is not an ACH service ?

    a)   EFT

    b)   GIRO

    c)   CHIPS

    d)   SWIFT.

ix) VAN provides services including

    a)   secure connections

    b)   insecure connections

    c)   security channel

    d)   none of these.

x) Digital signature is implemented using

    a)   public key

    b)   private key

    c)   public and private keys

    d)   none of these.

GROUP – B

(Short Answer Type Questions)

Answer any *three* of the following $3 \times 5 = 15$

2. What are the challenges for Multimedia Systems ?

3. Explain the terms Internet, Intranet and Extranet.

4. Describe the three phases of customer relationship management.

5. Explain the operation of SSL.

6. What are the requirements for digital payment ?

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GROUP – C

(Long Answer Type Questions)

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

7. a) Explain the business models of E-commerce based on the relationship between the transaction parties. Provide suitable examples where necessary.

    b) What is *e*-tailing ? Explain. $9 + 6$

8. a) What is EDI ? What are its advantages ?

    b) Explain the functions of two communication protocols : HTTP and FTP. $8 + 7$

9. List and describe E-business models based on the relationship of transaction parties. What is meant by reverse auction ? Describe briefly the advantages of online marketing ? $5 + 5 + 5$

10. a) Describe CRM and BPR. How are they related ?

    b) What is MIDI ? Where is it used ?

    c) What is MP3 compression ? Why is MP3 compression used ? How is MP3 compression done ?

11. a) What is 'traffic' in context of internet and e-commerce ? What is the importance of 'traffic volume' ?

    b) Write down a comparative study on symmetric key and asymmetric key cryptography.

    c) What is 'search engine' ? Give example.

12. Write short notes on any *three* of the following : 3×5

    a) Digital envelope

    b) JPEG

    c) Cyber Crime

    d) Business Process Re-engineering.

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