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### CS/MBA (OLD)/SEM-3 (FT) & 5 (PT)/SM-302/2009-10 2009 E-BUSINESS

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 )

- Choose the correct alternatives of the following:  $10 \times 1 = 10$ 1. Which of the following is not an *E*-payment method? i) a) E-cheque b) E-draft d) E-card. E-cash ii) One way to make *e*-commerce more efficient and secure is to use a a) digital signature b) digital envelope c) digital certificate none of these. d) iii) eBay.com uses all the following business models, except C2C market creator a) b) c) m-commerce d) service provider. iv) RSA is a business model a)
- 110111 [Turn over

an application protocol an encryption algorithm

none of these.

b)

c) d)

### CS/MBA (OLD)/SEM-3 (FT) & 5 (PT)/SM-302/2009-1



- v) Firewall lies between
  - a) two computers
  - b) two LANs
  - c) LAN and external network
  - d) all of these.
- vi) Which of the following is a security protocol?
  - a) SSL

b) HTTPS

c) TCP

- d) IP.
- vii) OSI is related with
  - a) Computer network
- b) EFT
- c) Call centre
- d) None of these.
- viii) IP provides a/an ...... datagram service.
  - a) reliable
- b) unreliable
- c) uninterrupted
- d) none of these.
- ix) The class address 198.76.9.23 is
  - a) class A

b) class B

c) class C

- d) cannot be said.
- x) Which of the following is not an *E*-business model based on transaction parties ?
  - a) B2B

b) C2C

c) B2C

d) D2K.

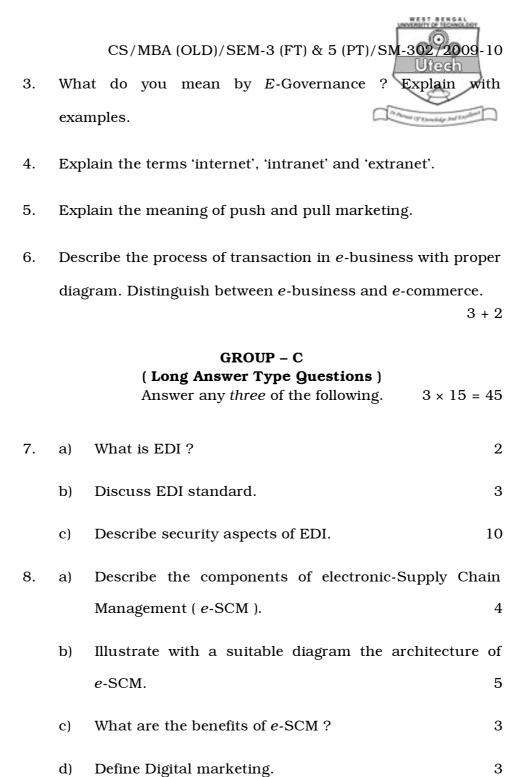
# $\label{eq:GROUP-B} \textbf{GROUP-B}$ ( Short Answer Type Questions )

Answer any three of the following.

 $3 \times 5 = 15$ 

- 2. a) Define Content Management System (CMS).
  - b) What are the business benefits of CMS?

$$2\frac{1}{2} + 2\frac{1}{2}$$



#### CS/MBA (OLD)/SEM-3 (FT) & 5 (PT)/SM-302/2009-10 Write briefly about the E-marketing value chain. How do you 9. think E-marketing differ from traditional marketing? What are the advantages of *E*-marketing? What is *E*-advertising? 10. a) Who are the parties involved in an Electronic Payment Scenario? Discuss. Briefly discuss the following: 10 b) Online use of Credit Cards i) ii) E-cheque iii) E-cash. Describe OSI Reference model. 5 11. a) b) Explain one public key encryption method. How does public key encryption differ from private key 3 + 3encryption? State the disadvantages of *e*-payment. 4 c) 12. Write short notes on any *three* of the following : $3 \times 5$ a) Firewall

**B-Routers** 

M-commerce

Wi-Fi technology

B2B and B2C models.

b)

c)

d)

e)