



Name : .....

Roll No. : .....

Invigilator's Signature : .....

**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 )**

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



- 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.

**GROUP – B**  
**( Short Answer Type Questions )**

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

- 2. a) Define Content Management System ( CMS ).
- b) What are the business benefits of CMS ?  $2\frac{1}{2} + 2\frac{1}{2}$



3. What do you mean by *E-Governance* ? Explain with examples.
4. Explain the terms 'internet', 'intranet' and 'extranet'.
5. Explain the meaning of push and pull marketing.
6. Describe the process of transaction in *e-business* with proper diagram. Distinguish between *e-business* and *e-commerce*.

3 + 2

**GROUP – C**

**( Long Answer Type Questions )**

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

7. a) What is EDI ? 2
- b) Discuss EDI standard. 3
- c) Describe security aspects of EDI. 10
8. a) Describe the components of electronic-Supply Chain Management ( *e-SCM* ). 4
- b) Illustrate with a suitable diagram the architecture of *e-SCM*. 5
- c) What are the benefits of *e-SCM* ? 3
- d) Define Digital marketing. 3



9. Write briefly about the *E*-marketing value chain. How do you think *E*-marketing differ from traditional marketing ? What are the advantages of *E*-marketing ? What is *E*-advertising ?

4 + 4 + 4 + 3

10. a) Who are the parties involved in an Electronic Payment Scenario ? Discuss. 5

- b) Briefly discuss the following : 10

- i) Online use of Credit Cards
- ii) *E*-cheque
- iii) *E*-cash.

11. a) Describe OSI Reference model. 5

- b) Explain one public key encryption method. How does public key encryption differ from private key encryption ? 3 + 3

- c) State the disadvantages of *e*-payment. 4

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

- a) Firewall
- b) B-Routers
- c) M-commerce
- d) Wi-Fi technology
- e) B2B and B2C models.