



Name :

Roll No. :

Invigilator's Signature :

CS/MBA (OLD)/SEM-3FT & 5PT/SM-302/2010-11

2010-11

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 for the following : $10 \times 1 = 10$

i) Network which is privately owned and connects computers of the organisation and computer of the business partner is referred as

- a) public-private network
- b) private-business network
- c) business partner network
- d) extranet.

ii) is networking of networks.

- a) Internet
- b) Intranet
- c) Extranet
- d) Vodafone network.



- iii) Protocol used for data communication in internet is
- a) ip
 - b) X-25
 - c) TCP/IP
 - d) Packet.
- iv) Data communication uses
- a) Data switching
 - b) Warner switching
 - c) Packet switching
 - d) Protocol switching.
- v) Network which is privately owned and connects computers of same organisation is referred as
- a) private network
 - b) helix network
 - c) internet
 - d) felix network
 - e) intranet.
- vi) Which of the following examples will not fit into B2C e-commerce ?
- a) E-bay
 - b) On line stock trading
 - c) HDFC bank.com
 - d) ICICI bank.com
- vii) Which of the following is not a type of call centre ?
- a) Inbound call centre
 - b) Logistic call centre
 - c) Outbound call centre
 - d) International call centre.



- viii) Which is not a layer of OSI layer ?
- a) Presentation b) Data link
c) Network d) Duplex.
- ix) Which of the following is an example of C2C e-commerce ?
- a) On-line stock trading b) Metaljunction.com
c) HDF bank.com d) None of these.
- x) Operation of router can be explained by
- a) Data link layer b) Transport layer
c) Network layer d) Physical layer.

GROUP – B

(Short Answer Type Questions)

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

2. Mention the advantages & disadvantages of E-commerce.
3. Differentiate between E-commerce and E-business.
4. What do you mean by WAP ?
5. What are the various types call centre ? Discuss.
6. Define the payment system in E-commerce and write its advantage.
7. Explain the terms Internet, Intranet and Extranet.



GROUP – C

(Long Answer Type Questions)

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

8. 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.
9. a) Describe the process of “authorization’ and “settlement’ in the case of electronic payments with suitable diagram. 8
- b) What is payment gateway ? What is its role in electronic payment services ? 7
10. What is electronic supply chain management ? Describe the benefits of supply chain management. What are the main components used in supply chain management ? $3 + 5 + 7$
11. What is TCP/IP ? Define IP addressing scheme and various address classes. $4 + 11$
12. Write short notes on any *three* of the following : 3×5
- a) Web Traffic & its management
- b) Strength & weakness of call centre
- c) Security in E-commerce
- d) Wi-Fi technology
- e) Collaborative computing.