



Name : .....

Roll No. : .....

Invigilator's Signature : .....

**CS/MBA (NEW)/SEM-4(FT)/SM-405/2010**

**2010**

**E-BUSINESS**

*Time Allotted : 3 Hours*

*Full Marks : 70*

*The figures in the margin indicate full marks.*

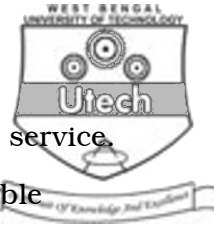
*Candidates are required to give their answers in their own words as far as practicable.*

**GROUP – A**

**( Multiple Choice Type Questions )**

1. Choose the correct alternatives for any *ten* of the following : 10 × 1 = 10

- i) Which model of E-commerce deals with virtual auction ?
  - a) Aggregator model
  - b) Info-mediary model
  - c) Community model
  - d) Brokerage model.
- ii) Which of the following is a passive attack ?
  - a) Interruption
  - b) Interception
  - c) Fabrication
  - d) Modification.
- iii) RSA is
  - a) a business model
  - b) an application protocol
  - c) an encryption algorithm
  - d) none of these.



- iv) IP provides a/an ..... datagram service.
  - a) reliable
  - b) unreliable
  - c) uninterrupted
  - d) none of these.
- v) Symmetric key encryption is known as
  - a) public key encryption
  - b) secret key encryption
  - c) PGP
  - d) PKI.
- vi) Firewall lines between
  - a) two computers
  - b) two LANs
  - c) LAN and external network
  - d) all of these.
- vii) OSI is related with
  - a) computer network
  - b) EFT
  - c) call centre
  - d) none of these.
- viii) The primary *e*-book revenue model is
  - a) advertising
  - b) subscription
  - c) pay-per-download
  - d) marketing.
- ix) Digital signature provides
  - a) security
  - b) privacy
  - c) authentication
  - d) all of these.
- x) TCP/IP is a ..... layer protocol.
  - a) 7
  - b) 10
  - c) 4
  - d) 5.



- xi) Disintermediation refers to
- new opportunities for middlemen to aggregate content, products and services
  - the disappearance of market middlemen and the destruction of traditional distribution channels.
  - hypercompetition
  - the fact that when everyone uses the same tool or product, all participants receive more value.

**GROUP – B**

**( Short Answer Type Questions )**

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

- What are the advantages and disadvantages of E-commerce ?
- What are E-payment, E-cash, E-cheque ?  $1 + 2 + 2$
- State the use of computer in customer relationship management.
- How does B-B differ from B-C ?
- What are the strength and weakness of a call centre ?

**GROUP – C**

**( Long Answer Type Questions )**

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

- Describe LAN, MAN, WAN. Explain client-server architecture with a diagram.  $6 + 5$
  - How is E-commerce related with E-business ?  $4$

CS / MBA (NEW) / SEM-4(FT) / SM-405 / 2010



8. a) Define EDI. What are the advantages of EDI ? 2 + 4  
b) How does B-C work ? Explain with a diagram. 6  
c) What is E-governance ? 3
9. a) Describe supply chain management and customer relationship management. 8  
b) Define cyber security. 2  
c) What is the function of firewall ? 2  
d) Differentiate between static and dynamic IP addressing. 3
10. a) What is ERP ? 3  
b) How were information systems evolved into the ERPs of today ? 4  
c) Explain the advantages of ERP. 5  
d) Discuss the difficulties of ERP implementation. 3
11. Write short notes on the following : 5 × 3  
a) IT Act, 2000  
b) Push and pull marketing  
c) TCP/IP protocol  
d) OSI model  
e) E-SCM.