Name : ....

Roll No. : ....

Invigilator's Signature : ....

CS/MBA(NEW)/SEM-4 FT & 6 PT/SM-405/2011
2011
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)   E-commerce is not suitable for

   a)   sale/purchase of expensive jewellery and antiques

   b)   sale/purchase of mobile phones

   c)   sale/purchase of branded clothes

   d)   online job searching.

   ii)   Amazon.com comes under the model

   a)   B2B b)   B2C

   c)   C2C d)   C2B.

iii) Hubs are present in the network

    a) to diagnose line failures, measure and manage traffic flow and simplify reconfiguring of LANs

    b) to interconnect the LAN with LANs

    c) to interconnect the WANs with WANs

    d) to interconnect the WANs with LANs.

iv) Firewalls operate by

    a) using a proxy server during Internet access

    b) isolating Intranet from Extranet

    c) screening packets to/from the Network and provide controllable filtering of network traffic

    d) none of these.

v) The mercantile process model consists of

    a) the pre-purchase phase

    b) purchase consumation phase

    c) post-purchase interaction phase

    d) all of these.

vi) TCP/IP is a .... layer protocol.

    a) 7   b) 10

    c) 8   d) 5.

vii) Firewall lies between

    a) two computers

    b) two LANS

    c) LAN & External Network

    d) all of these.

viii) Which model of e-commerce deals with virtual auction ?

    a)   Aggregation model   b)   Info-mediary model

    c)   Community model   d)   Brokerage model.

ix)   eBay is an example of a/an .... e-commerce site.

    a)   B2C b)   EDI

    c)   C2C d)   B2B.

x)   E-business S/W is best defined as to manage

    a)   Internal administrative applications

    b)   Buy-side applications

    c)   Sell-side applications

    d)   All of these.

GROUP – B

(Short Answer Type Questions)

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

2. Indicate the difference between EDI and E-commerce.

3. What is the need of Digital Signature ?

4. What is E-governance ? What are the disadvantages of E-governance ?

5. What are the advantages and disadvantages of E-commerce ?

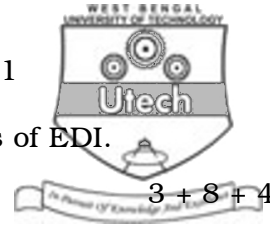6. What is the function of firewall ? Differentiate between static and dynamic IP addressings.

GROUP – C

(Long Answer Type Questions)

Answer any *three* of the following.   3 × 15 = 45

7. a)   What is the difference between intranet and extranet ?

    b)   What are the different layers of TCP/IP protocol stack ? Discuss their function briefly.   7 + 8

8. a)   What is EDI ?

b) Describe briefly the basic components of EDI.

c) What is the importance of EDI ? 3 + 8 + 4

9. a) Distinguish between B2C & B2B models of e-commerce.

b) Give a brief note on the hardware & software requirement of a B2C e-commerce application.

c) Define Trade Cycle with diagram. What are the activities of a trade cycle that would include ? Explain them.

5 + 4 + 3 + 3

10. a) Define the concept Enterprise Resource Planning (ERP). Give two examples of ERP software packages. Discuss the architecture of ERP. What are the benefits of ERP ?

b) Explain the features of Supply Chain Management (SCM). 2 + 2 + 4 + 3 + 4

11. Write short notes on any *five* of the following : 5 × 3

a) WAP

b) B2B Model

c) BPO

d) OSI

e) Copyright

f) Telemarketing

g) e-procurement

h) e-newspaper.