Name : ……………………………………………………

Roll No. : ……………………………………………………

Invigilator's Signature : ……………………………………

CS/MBA/SEM-4 (FT) & 6 (PT)/SM-405/2013
2013
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 × 1 = 10

   i)   Internet advertisers use the data they gather to identify
        specific portions of their markets and target them with
        tailored advertising messages. This practice is called

        a)   market segmentation

        b)   market localization

        c)   market demand

        d)   none of these.

   ii) Government-to-Government (G2G) transaction is also
        known as

        a)   e-Governance   b)   e-Commerce

        c)   e-Administration   d)   e-Payment.

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 iii) The class of address 198.76.9.23 is

   a) Class *A*   b) Class *B*

   c) Class *C*   d) Class *D.*

 iv) Firewall lies between

   a) two computers

   b) two LANs

   c) LAN & External Network

   d) all of these.

 v) Which of the following is a sub-process for Supply Chain Management ?

   a) Demand planning to anticipate market demand

   b) Supply planning to allocate the right amount of enterprise resources to meet demand

   c) Demand fulfilment to fulfil demand quickly and efficiently

   d) all of these.

 vi) To help prevent theft of credit card numbers from online shoppers which communication protocol is used to secure sensitive data that sits above TCP layer of the OSI model and other protocols such as Telnet and HTTP can be layered on top of it ?

   a) Secure socket layer

   b) Data link layer

   c) Network layer

   d) Security layer.
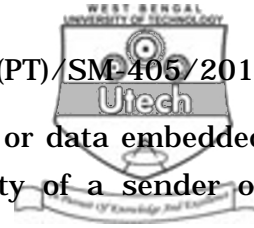
vii) An attachment to an e-mail message or data embedded in a website that verifies the identity of a sender or website is called

a) Digital Certificate   b) Computer Virus

c) Encryption code   d) None of these.

viii) Microsoft's Passport is an example of

a) Client based digital wallet

b) Server based digital wallet

c) Digital credit card

d) Smart card.

ix) RSA is associated with

a) Cryptography   b) Steganography

c) Photography   d) Graphology.

x) The maximum revenue of total e-commerce business comes from which of the following types ?

a) B2B   b) B2C

c) C2C   d) C2G.

GROUP – B
(Short Answer Type Questions)
Answer any *three* of the following.   3 × 5 = 15

2. State the use of computer in Customer Relationship Management.

3. Explain the terms 'internet', 'intranet' and 'extranet'.

4. Briefly discuss the limitations of on-line credit card payment systems.

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

6. What is the difference between EDI and e-commerce ?

GROUP – C
(Long Answer Type Questions)
Answer any *three* of the following. 3 × 15 = 45

7. a) Differentiate between e-commerce and e-business.

    b) Define the terms 'e-governance', 'e-banking', 'e-tailing'.

    c) Briefly dicuss 4C's of E-business. 3 + (2 × 3) + 6

8. 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

9. Briefly describe the term E-marketing. How does E-marketing differ from traditional marketing ? What are the advantages of E-marketing ? What is e-advertising ?

    4 + 4 + 4 + 3

10. a) Define Protocol. Give example.

    b) Briefly describe the OSI reference model.

    c) Discuss about the different types of topology in a network. 2 + 7 + 6

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

    a) e-payment

    b) B2B model

    c) BPO

    d) TCP/IP

    e) Security threats in e-commerce

    f) Telemarketing

    g) e-procurement.

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