

MCAE-504B

E-COMMERCE

Time Allotted: 3 Hours

Full Marks: 70

The questions are of equal value.

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. Answer *all* questions. 10×1 = 10
- (i) Kerberos is an encryption-based system that uses
(A) secret key encryption (B) public key encryption
(C) private key encryption (D) data key encryption
- (ii) The method(s) of payment for online consumers are
(A) electronic cash (B) credit/debit
(C) electronic checks (D) all of the these
- (iii) An e-business that allows consumer to name their own price for products and services is following which e-business model?
(A) B2B (B) B2G
(C) C2C (D) C2B
- (iv) Telnet is a service that runs
(A) Television on net (B) Remote program
(C) Cable TV network (D) Telenext
- (v) Which of the following is not a scripting language?
(A) HTML (B) XML
(C) Postscript (D) Javascript

- (vi) LDAP stands for
- (A) Light Weight Data Access Protocol
 - (B) Light Weight Directory Access Protocol
 - (C) Large Data Access Protocol
 - (D) Large Directory Access Protocol
- (vii) Digital Signature is
- (A) scanned signature on computer
 - (B) code number of the sender
 - (C) public key encryption
 - (D) software to recognize signature
- (viii) The solution for all business needs is
- (A) EDI
 - (B) ERP
 - (C) SCM
 - (D) none of these
- (ix) Which is a function of E-commerce?
- (A) marketing
 - (B) advertising
 - (C) warehousing
 - (D) all of these
- (x) Most individuals are familiar with which form of e-commerce?
- (A) B2B
 - (B) B2C
 - (C) C2B
 - (D) C2C

GROUP B
(Short Answer Type Questions)

Answer any *three* questions.

3×5 = 15

2. What are the applications of EDI in business?
3. What is an electronic payment system? What are its types and advantages?

- 4. Differentiate between data warehousing and data mining.
- 5. What is Public Key Cryptography? What are its advantages and disadvantages?
- 6. Define e-commerce. What are the benefits of using e-commerce?

GROUP C
(Long Answer Type Questions)

Answer any *three* questions. 3×15 = 45

- 7. (a) Define the terms internet, intranet and extranet and explain the role each plays in e-business. 7
 - (b) Define EDI. Explain the layered architecture of EDI. 2+4
 - (c) Explain the role of World Wide Web in the field of e-commerce. 2
- 8. (a) What are the four types of consumer oriented applications of e-commerce? Discuss them briefly. 8
 - (b) What are the advantages of having e-commerce over traditional commerce? 4
 - (c) What is the significance of XML? 3
- 9. (a) What are the risks involved in Electronic Payment Systems? 3
 - (b) What do you understand by Electronic Funds Transfer? Describe CRM. Write down the advantages of E-CRM. 3+3+3
 - (c) What do you mean by a Stable Market? 3
- 10.(a) What is Supply Chain Management? What are the characteristics of Supply Chain Management in an e-commerce environment? 2+4
 - (b) Describe SET protocol. How this is applicable in e-commerce? 2+4
 - (c) What is the alternative definition of e-commerce? 3

11. Write short notes on any *three* of the following:

3×5

- (a) Hypertext versus Hypermedia
- (b) Advantages and disadvantages of a Smart Card
- (c) Digital Signatures
- (d) Business Process Re-engineering
- (e) Firewall