Name : ....

Roll No. : ....

Invigilator's Signature : ....

CS/MCA/SEM-5/MCA-E-504B/2009-10
2009
E-COMMERCE

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) In the .... revenue model, a Website that offers users content or services charges a fee for access to some or all of its offerings.

      a) advertising   b) subscription

      c) affiliate   d) transaction fee.

   ii) Which of the following is not a primary activity in a firm value chain ?

      a) Inbound logistics

      b) Operations

      c) Finance/accounting

      d) Sales and marketing.

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iii) .... is the organization that sets HTML and other programming standards.

a) The Internet Engineering Steering Group (IESG)

b) The World Wide Web Consortium (W3C)

c) The Internet Engineering Task Force (IETF)

d) The Internet Society (ISOC).

iv) .... refers to the ability to ensure that e-commerce participants to do not deny their only actions.

a) Non-repudiation   b) Authentication

c) Confidentiality   d) Integrity.

v) A .... is a software application that acts as a filter between a company's private network and the Internet.

a) firewall   b) virtual private network

c) proxy server   d) PPTP.

vi) Microsoft's Passport is an example of

a) a client-based digital wallet

b) a server-based digital wallet

c) a digital credit card

d) a smart card.

vii) Web services are sometimes called

a) applicatioin services

b) schema to describe the data

c) object access protocol

d) organization to communicate data.

viii) Wi-Fi networks are

a) Unprotected

b) 60-70% are wide open

c) password protected

d) Easy to intercept.

ix) Ethical hackers are everywhere for

a) Industrial espionage

b) Turning computers into zombies

c) Help break into networks to prevent crimes

d) Deleting data for fun.

x) Credit card payment is under

a) B2B e-commerce b) C2C e-commerce

c) B2C e-commerce d) None of these.

GROUP – B

(Short Answer Type Questions)

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

2. a) What is a SET protocol ?

b) Describe the steps required to purchase an item using SET protocol. 2 + 3

3. a) Define cyber rules. Why are cyber laws required ? List some of the important cyber rules governing the e-commerce. 5

b) Write a brief note on legal issues regarding trade mark and domain name. 3 + 2

4. Discuss the Financial EDI standards.

5. List the general characteristics of software agents.

6. What is digital signature ? How do it work ? 2 + 3

GROUP – C

(Long Answer Type Questions)

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

7. Define and describe the transaction broker business model and discuss the eight components of the business model for this type of B2 firm. 2 + 6 + 7

8. What are the three main broad impacts the Internet has had on marketing ? What are Web transaction logs and how do they work in combination with registration forms, shopping cart databases, cookies and Web bugs to help firms understand how customers behave online ? 3 + 3 + 9
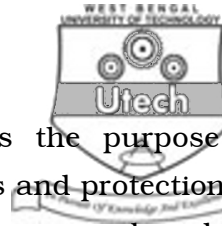
9. What is intellectual property ? What is the purpose of copyright law and what are its basic tenets and protections ? Define and explain the supply chain, supply chain management systems, supply chain simplification and collaborative commerce. 2 + 2 + 3 + 8

10. a) What is Supply chain management ? Discuss Porter's value chain model.

b) Discuss role of e-commerce in value chain. 8 + 7

11. a) What are the typical contents of Digital certificate ? What are the common causes for revoking a Digital certificate ?

b) Define blinding factor. Explain its working process and highlight its significance. 7 + 8

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

a) Web server

b) e-auction

c) VPN

d) e-money

e) File transfer protocol

f) Encryption and Decryption

g) Firewalls.

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