



Name : .....

Roll No. : .....

Invigilator's Signature : .....

**CS/MCA/SEM-5/MCAE-504B/2010-11**

**2010-11**

**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 any *ten* of the following :  
10 × 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) on-line job searching.
  
- ii) Amazon.com comes under which 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 LANs 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 which of the following phase ?
  - a) Pre-purchase phase
  - b) Purchase consumption phase
  - c) post-purchase interaction phase
  - d) all of these.
- vi) Among the following which is not an E-Commerce ?
  - a) B2B
  - b) B2C
  - c) B2G
  - d) B2D.
- vii) Which of the following is not an agent ?
  - a) S/W agents
  - b) Collaborative agents
  - c) Mobile agents
  - d) Marketing agents.



- viii) SET protocol is used for
- a) credit card payment
  - b) cheque payment
  - c) e-cash payment
  - d) payment of small amounts for internet services.
- ix) VAN provides services including
- a) secured connections    b) security channel
  - c) insecured connections    d) none of these.
- x) Indicate which one is not an EDI model component ?
- a) EDI translator                      b) EDI software
  - c) EDI standards                      d) EDI communication
- xi) Information superhighway infrastructure includes
- a) internet                                      b) WAN
  - c) routers                                      d) all of these.
- xii) The downloaded data from the website to the client machine is
- a) Cookie                                      b) Disa
  - c) IANA                                      d) WAP.

**GROUP – B**

**( Short Answer Type Questions )**

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

- 2. What is FTP ? Discuss briefly.
- 3. How does TCP/IP work ? What is the role of ARP in message sending ?
- 4. Discuss e-CRM toolkit.
- 5. a) What is a SET protocol ?  
b) Discuss various security issues in e-commerce.                      2 + 3



6. a) Define cyber rules. Why are cyber laws required ? List some of the important cyber rules governing the E-Commerce. 3 + 2
- b) Write a brief note on legal issues regarding trade mark and domain name. 3 + 2

**GROUP – C**

**( Long Answer Type Questions )**

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

7. a) What is EDI ? Describe by flowchart. 5 + 5 + 5
- b) Give a brief note on the benefits of EDI.
- c) What is EDIFACT and what is the need for standards ? 5 + 5 + 5
8. a) What are the various steps of DES ? What is RSA ?
- b) Suppose there is a message HI CHRIS.  
Find the encryption value of the message. Also find the decryption value of at least one character. 7 + 8
9. a) What is supply chain management ? Discuss porter's value chain model.
- b) Discuss role of e-commerce in value chain. 8 + 7
10. a) What is an e-business model ?
- b) Name some of the e-business models based on the relationship of transacting parties.
- c) What are the major advantages a company adopting B2B e-business model has over a brick-and-mortar company ? 2 + 3 + 10
11. Write short notes on any *three* of the following : 3 × 5
- a) e-wallet
- b) VPN
- c) XML
- d) Digital signature
- e) E-brokerage.