Name : ....

Roll No. : ....

Invigilator's Signature : ....

CS/MCA/SEM-5/MCAE-504B/2010
2010
E-COMMERCE

Time Allotted : 3 Hours   Full Marks : 70

The figures in the margin indicate full marks.

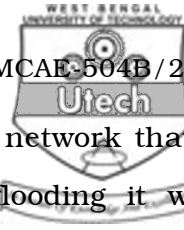*Candidates are required to give their answers in their own words as far as practicable.*

GROUP – A
(Multiple Choice Type Questions)

1. Choose the correct alternatives for the following :

$10 \times 1 = 10$

i) Which one of them is not an agent ?

     a) S/W agent   b) Collaborative agent

     c) Mobile agent   d) Marketing agent.

ii) Which is not the primary component of a Firewall ?

     a) Network Policy

     b) Packet Filtering

     c) Application Gateway

     d) Data Hiding.

iii) Which is not a participant / component of SET ?

   a)   Merchant   b)   Acquire

   c)   Agent   d)   Certification authority.

iv) Dual signature used to link

   a)   2 messages for two different customers

   b)   2 messages for one different customer

   c)   1 message for two different customers

   d)   none of these.

v) Purpose of digital signature is

   a)   non-repudiation   b)   authenticity

   c)   confidentiality   d)   all of these.

vi) A key is a

   a)   value   b)   logic

   c)   function   d)   all of these.

vii) Among below which is not an E-Commerce ?

   a)   B2B   b)   B2C

   c)   B2G   d)   B2D.

viii) The process of sending e-mail messages to people who have requested information about a particular topic or about a specific product is called opt-in e-mail and is a part of a marketing strategy called

   a)   Brand-leveraging   b)   Affiliate-Marketing

   c)   Permission-Marketing   d)   Viral-Marketing.

ix) A .... attack is an attack on a network that is designed to disable the network by flooding it with useless traffic or activity.

    a)   Denial-of-Service   b)   Viruses

    c)   Hacking   d)   None of these.

x) Among below which is not a primary component of a firewall ?

    a)   Network policy

    b)   Packet filtering

    c)   Application gateways

    d)   Data hiding.

GROUP – B

(Short Answer Type Questions)

Answer any *three* of the following. $3 \times 5 = 15$

2.   a)   Define SCM.

      b)   Give internet's effect on SCM.

3.   Write about IT Act 2000.

4.   Why is traditional payment system inadequate for e-com ?

5.   What is cyber crime ? Write about the cyber laws.

GROUP – C

(Long Answer Type Questions)

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

6. a) Describe security schemes of SSL & SET.

   b) What is Business Process Re-engineering ? Write down the major areas where E-com.supports BPR.

   c) What are the differences between traditional commerce and e-com ?

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

   i) VPN

   ii) Characteristics of SCM

   iii) Online marketing over traditional marketing

   iv) Saving distribution costs in the light of B2B model

   v) Distinguish between symmetric & asymmetric cryptography.

8. Define E-cheque, E-cash, E-wallet, E-logistics, Supply chain portal and common gateway interface ?

9. a) Describe ROI and its necessity in e-commerce.

   b) Describe the advantages to adopt B2C e-business by a company over traditional company.

   c) What is e-business model ? Name and describe the three most important models based on the relationship of transaction parties.

═════════