

2011

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)

Choose the correct alternatives for the following :

10 × 1 = 10

- i) The process of slicing digital messages into parcels, sending them along different communication paths as they become available, and reassembling them at the destination point is called
- a) Routing
 - b) the Transmission Control protocol
 - c) Packet switching
 - d) the File Transfer protocol.

- ii) In addition to the Internet and the World Wide Web, which of the following technologies is integral to understanding e-commerce ?
- a) Client/server computing
 - b) Wireless computing
 - c) Peer-to-peer computing
 - d) Mainframe computing
- iii) A denial of Service (DoS) attack can compromise a Web-site's
- a) integrity
 - b) authenticity
 - c) availability
 - d) confidentiality.
- iv) Visa and Master Card are issued by
- a) issuing banks
 - b) processing centers
 - c) credit card associations
 - d) merchant banks.
- v) Cookies typically include all of the following *except*
- a) an expiration date
 - b) a unique ID number
 - c) the domain name of the server placing the cookie
 - d) the user's e-mail address.

- vi) Grainger. com is an example of an
- a) e-procurement company
 - b) e-distributor
 - c) exchange
 - d) industry consortia.
- vii) B2C commerce
- a) includes services such as legal advice
 - b) means only shopping for physical goods.
 - c) means only customers should approach customers to sell
 - d) means only customers should approach business to buy.
- viii) A firewall may be implemented in
- a) routers which connect intranet to internet
 - b) bridges used in an intranet
 - c) expensive modem
 - d) user's application programs.

- ix) EDI use
 - a) requires an extranet
 - b) requires value added network
 - c) can be done on internet
 - d) requires a corporate intranet.

- x) SET protocol is used for
 - a) cheque payment
 - b) e-cash payments
 - c) credit card payment
 - d) payment of small amounts for internet services.

GROUP - B

(Short Answer Type Questions)

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

- 2. What is "friction" in a transaction ? How electronic commerce is different from traditional commerce ? 2 + 3

- 3. Illustrate with a suitable diagram how financial EDI payments are made. 5

4. What do you mean by e-business ? Compare and contrast e-commerce with e-business. 2 + 3
5. What is digital signature ? How does it work ? 5
6. Illustrate some interesting features of IT Act, 2000. 5

GROUP - C

(Long Answer Type Questions)

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

7. Define the static and mobile software agents. List the reasons why we need software agents. List the properties of mobile software agents. What is an anthropomorphic interface ? Give an example. 2 + 2 + 4 + 4 + 2 + 1
8. What is SET and how does it address the authentication and refutability problems in the credit card payment system ? Explain the differences between a standard online credit card transaction and the SET transaction process. Why has SET not been widely adopted ? What is an affiliate model ? Provide two examples of e-commerce businesses that use this model. (2 + 3 + 4 + 3) + 1 + 2

9. a) Draw the diagram of an extended enterprise e-business infrastructure and explain it.

b) Explain the role of agents in B2B e-commerce.

c) Explain the international e-commerce strategy with proper diagram 5 + 5 + 5

10. a) What do you mean by CRM ?

b) What are the stages in the strategic development of e-CRM ?

c) What is business Process Re-engineering ? Write down the major areas in which e-commerce supports BPR.

d) What is VADS ? What are the two principal advantages of VADS ? 2 + 4 + 6 + (1 + 2)

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

- a) VPN
 - b) ISP
 - c) E-auction
 - d) Firewalls
 - e) Digital envelope.
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