

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 × 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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[Turn over

- 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) applicatiön 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) passward 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. $3 \times 5 = 15$

- 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. $3 \times 15 = 45$

- 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. 8 + 7
- 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 ? 7 + 8
- 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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