

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.

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[Turn over

- 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) insecure 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. $3 \times 5 = 15$

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.
- 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.
- 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.