

CS/B.TECH/(IT-New)/SEM-7/IT-703A/2013-14

2013

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 Question)

1. Choose the correct alternatives for the following: 10 x 1 = 10
 - i) /if an employee of a large corporation wishes to apply for a leave, he would normally use
 - a) internet
 - b) extranet
 - c) intranet
 - d) personal social networking account.
 - ii) EDI stands for
 - a) Electronic Digital Interchange
 - b) Engineering Digital Interaction
 - c) Electronic Data Interface
 - d) Electronic Data Interchange.
 - iii) Electronic business if the use of the internet and other networks and information technologies to support which of the following?
 - a) Electronic commerce
 - b) Enterprise communication and collaboration
 - c) Customer service management

- d) All of these.
- iv) Major application clusters in customer relationship management normally include all *except*
 - a) contact and account management
 - b) customer service and support
 - c) sales
 - d) inventory control
- v) The correct order of the supply chain life cycle is
 - a) deliver, make, commit and schedule
 - b) commit, schedule, make and deliver
 - c) schedule, commit, make and deliver
 - d) make, schedule, commit and deliver.
- vi) Amazon.com is a classical example of
 - a) B2B
 - b) B2C
 - c) B2G
 - d) B2E
- vii) What does EFT stand for?
 - a) Electronic Finance and Transfer
 - b) Electronic Funds Transport
 - c) Efficient Funds Transfer
 - d) Electronic Funds Transfer.
- viii) Olx.in is a recent example of
 - a) Business-to-Business e-commerce
 - b) Business-to-Consumer e-commerce
 - c) Consumer-to-Consumer e-commerce
 - d) Business-to-Employee e-commerce

- a) acquire b) enhance
c) retain d) all of these.

(Short Answer Type Questions)

$$3 \times 5 = 15$$

3. Briefly explain the legal issues regarding e-commerce.

(Long Answer Type Questions)

$$3 \times 15 = 45$$

- Distinguish between B2B2C model and C2B2C model with examples. Describe EDI with the help of trade cycle. 2+3+2+4+4

8. With the help of a diagram, briefly explain how public key cryptography works. Explain, with the help of a diagram, how the addition of a digital signature changes the process of public key cryptography. What are the Digital Signatures? How do they differ from Digital Certificate? What are the common causes for revoking a Digital Certificate? 4+4+2+3+2
9. What is firewall? What are the different types of firewall? State the functions of firewall in e-commerce. Distinguish between SSL and SET protocols. Given, 2 prime numbers $P=19$, $Q=31$. Find out N , E , D in RSA encryption process. 2+2+3+3+5
10. What is e-business? Discuss about the features of online bookshop. What is digital cash or e-cash? Explain with the help of a diagram, how an online banking system works. Why is Supply Chain Management vital for E-commerce? 3+3+3+4+2
11. Write short notes on any *three* of the following: 3 x 5
- a) Virtual Auction
 - b) E-Diversity
 - c) Trade Cycle
 - d) RSA Algorithm
 - e) UN/EDIFACT.

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