

BE3-R4 : E-BUSINESS

NOTE :

1. Question No. 1 is compulsory. Answer any FOUR questions from 2 to 7.
2. Parts of the same question should be answered together and in the same sequence.

Time : 3 Hours

Total Marks : 100

1. (a) Enlist the challenges faced by the E-commerce companies.
(b) Describe Brick and Click Model.
(c) Write a short note on Secure Socket Layer (SSL).
(d) Mention the features of the Client Server Architecture.
(e) Define Smart Card with respect to E-Payment Systems.
(f) Write down the difference between Applet and Servlet.
(g) What do you understand by IP Spoofing ?
(7x4)
2. (a) Explain the Web System Architecture.
(b) Mention the limitations and benefits of virtual organizations.
(c) What is digital certificate ?
(7+8+3)
3. (a) What do you mean by Domain Name Dispute ? Discuss various steps to resolve Domain Name Dispute.
(b) Differentiate between Business-to-Business and Business-to-Consumer model.
(c) Explain E-Auctions. How does it operates in C2C and B2B model. Explain.
(7+4+7)
4. (a) What do you understand by Encryption ? Explain the concept of public key encryption system and private key encryption system.
(b) What activities will be carried out in different phases planning to set up the Online Grocery Website ? Explain.
(c) Define SET protocols.
(7+8+3)
5. (a) Write short notes on :
(i) Digital Signature
(ii) Patent
(iii) E-cash
(iv) Trademark
(v) CGI (Common Gateway Interface)
(b) Differentiate between Application Level Firewall and Circuit Level Firewall.
(10+8)
6. (a) Discuss RSA with the help of an example.
(b) Explain the process of Reverse Auction by taking an example from a suitable E-Commerce Website.
(10+8)
7. (a) Explain the various E-business models.
(b) What is E-procurement ? Explain how procurement process is done in E-governance.
(8+10)

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