

BE3-R4: E-BUSINESS

NOTE:

1. Answer question 1 and any FOUR from questions 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) Explain the concept of Micro Payment Systems?
 - b) What is an Internet cookie? How do cookies make personalized Web pages possible?
 - c) What is Tort Law? Is this law applicable in an online environment?
 - d) Discuss the role of Certificate Authorities in issuing digital certificates.
 - e) Differentiate between applet and servlet.
 - f) What is RSA?
 - g) Discuss the role of Secure Socket Layer.

(7x4)
2.
 - a) Explain the relationship between the concepts of e-commerce and e-business. Further discuss key drivers of e-business?
 - b) Explain the concept of client server architecture.

(12+6)
3. You are planning to launch an online retail store for selling kid books, cds, games etc. What are the various phases involved in launching this business online. Discuss activities involved in each phase in detail.

(18)
4.
 - a) Explain how the Domain Name System (DNS) maps a domain name to an IP address.
 - b) Discuss different types of e-auctions with examples.
 - c) Explain the concept of IP Spoofing.

(6+6+6)
5. What are the possible online payments methods can be used for e-business? Explain each payment method in detail.

(18)
6. How has e-commerce transformed marketing? List and explain various e-retailing models with examples.

(18)
7. Explain the various features of the following:
 - a) Product Liability Law
 - b) E-Business Architecture

(9+9)