

## 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 impact of e-commerce on business models.
  - b) What do you understand by URL?
  - c) Explain Hyper Text Transfer Protocol.
  - d) Explain the secure socket layer.
  - e) Distinguish between public and private keys.
  - f) What is E-retailing? Explain.
  - g) What are the threats to E-commerce security?

**(7x4)**
  
2.
  - a) Explain the constraints in growth of E-commerce.
  - b) How does business to consumer (B2C) model work? Explain.

**(8+10)**
  
3.
  - a) Explain the Internet protocol suite.
  - b) Describe the client server architecture.

**(9+9)**
  
4.
  - a) Explain the following:
    - i) Pure business model
    - ii) Brick & Click model
  - b) What do you understand by Launching business on internet?

**([5+5]+8)**
  
5.
  - a) Describe the packet filtering firewall.
  - b) Explain the following:
    - i) SET protocols
    - ii) Micro payment systems

**(8+[5+5])**
  
6.
  - a) Describe the advantages and disadvantages of on-line banking.
  - b) What is RSA? Explain the RSA encryption algorithm.

**(9+9)**
  
7.
  - a) Describe the consumer to consumer e-business model.
  - b) Explain the objectives of E-commerce security infrastructure.

**(9+9)**