Sl. No.

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

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1. (a) Briefly explain the impact of E-commerce on business models.
   (b) Differentiate between Internet and World Wide Web.
   (c) What is importance of SET protocol in the relevance of E-business transactions ?
   (d) Explain the role of firewall.
   (e) Explain client server architecture in brief.
   (f) What is E–Business ? Explain features of E-Business.
   (g) What is Electronic Payment ? What are its characteristics ?   **(7x4)**

2. (a) Explain Business to consumer model in detail.
   (b) Explain Technology& Infrastructure for E-Business.   **(9+9)**

3. (a) Explain the Internet protocol suite.
   (b) Describe the function of different components of web based E-commerce system architecture.   **(9+9)**

4. (a) Write note on E-Commerce Challenges in present era.
   (b) What is Online Marketing ? What are the advantages and limitations of it ?   **(9+9)**

5. (a) Explain various steps involved in the digital signature generation process in detail.
   (b) List and explain various steps involved in the basic operation of E-Cash system while making online purchase.   **(9+9)**

6. (a) What do you understand by Payment Gateways? Explain the criteria that are considered important while evaluating payment gateways.
   (b) Explain various types of e-auctions and list their characteristics.   **(9+9)**

7. (a) What is Public Key Cryptography? What are its advantages and disadvantages ?
   (b) Explain RSA encryption algorithm.   **(9+9)**

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