

## 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) What is Reverse auction ? Explain with a suitable example.
  - (b) What is Consumer to Consumer Business Model ? Explain with suitable example.
  - (c) What are the advantages of electronic commerce over traditional commerce ?
  - (d) What is IP Spoofing ?
  - (e) What is E-retailing ? Explain.
  - (f) What are the components of an Electronic Data Interchange (EDI) message ?
  - (g) What is the role of a Firewall ?

(7x4)
2.
  - (a) What is RSA ? Explain the RSA encryption algorithm.
  - (b) Describe the various types of firewalls, the functions they perform and the kind of internet security they provide.

(9+9)
3.
  - (a) What do you understand by Digital Certificate ? What are uses of it ? Explain various methods of certification.
  - (b) Define EFT. Explain its benefit in E-commerce context.

(9+9)
4.
  - (a) What is a SET protocol ? Explain its features.
  - (b) Discuss the various types of micro payment systems that are currently in use.

(9+9)
5.
  - (a) Discuss the disadvantages of E-commerce to Consumers.
  - (b) What advantages does broadband access have for e-businesses ?

(9+9)
6.
  - (a) What is E-marketplace ? Discuss its needs and types in detail.
  - (b) What is Online Dispute Resolution ? Explain various methods of resolutions.

(9+9)
7.
  - (a) What is a Trademark ? Explain four categories of domain name conflict.
  - (b) Outline three types of breaches of internet security and discuss the problems they can pose for e-businesses.

(9+9)

- o o o -