

## BE3-R4 : E-BUSINESS

**NOTE :**

1. Answer question 1 and 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) What is Business to Consumer ? Explain with suitable example.  
(b) How is payment made for a transaction using Electronic Fund Transfer in E-Business ? Explain  
(c) Explain the different types of e-auctions with examples.  
(d) How is security provided with the help of a firewall ?  
(e) What is the difference between Electronic commerce and E-Business ?  
(f) Discuss the benefits of electronic commerce over traditional commerce.  
(g) Discuss some of the usability-related goals of an E-commerce website. (7x4)
2. (a) Elaborate the function of different components of web based E-commerce system architecture.  
(b) Explain the significance of Intellectual property right in E-Commerce websites. (9+9)
3. (a) What is EDI ? Explain the layered architecture of EDI.  
(b) Explain the concept of Direct marketing with an example. (9+9)
4. (a) "E-commerce website provides different forms of payment methods to its customers". Justify the statement.  
(b) Explain any three online payments methods that can be used for E-business. (9+9)
5. (a) Explain different types of firewalls an organization can implement. Discuss the function of each in detail.  
(b) Explain the RSA encryption algorithm with a help of code. (9+9)
6. (a) Explain any four differences between E-commerce and Brick & Mortar stores.  
(b) What are the benefits of online marketing for customers as well as vendors ? (9+9)
7. Write short notes on **any three** of the following :
  - (i) Cryptography
  - (ii) IP Spoofing
  - (iii) Patent
  - (iv) Digital Signature
  - (v) Copyright Law
  - (vi) E-procurement(6+6+6)

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