

CS/B.Tech/IT/Odd/Sem-7th/IT-703A/2015-16



**MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY,
WEST BENGAL**

IT-703A

E-COMMERCE

Time Allotted: 3 Hours

Full Marks: 70

The questions are of equal value.

The figures in the margin indicate full marks.

Candidates are required to give their answers in their own words as far as practicable.

All symbols are of usual significance.

**GROUP A
(Multiple Choice Type Questions)**

1. Answer all questions. 10×1 = 10

- (i) iGov.com is an example of
 (A) C2B (B) C2C
 (C) C2G (D) B2G
- (ii) SET protocol is used for
 (A) securing message transfer (B) securing card transaction
 (C) securing authentication (D) securing overall E-Commerce
- (iii) How many types of trade cycle are there in E-Commerce?
 (A) One (B) Two
 (C) Three (D) Four

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Turn Over

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- (iv) Example(s) of e-money is / are
 (A) credit card (B) debit card
 (C) charge card (D) all of these
- (v) The number of rounds in DES is
 (A) 8 (B) 16
 (C) 32 (D) 64
- (vi) Olx.in is an example of
 (A) B2B (B) B2C
 (C) C2C (D) B2E
- (vii) A hardened firewall host on an Intranet is
 (A) a software which runs in any of the computers in the intranet
 (B) a software which runs on a special reserved computer on the intranet
 (C) a stripped down computer connected to the intranet
 (D) a mainframe connected to the intranet to ensure security
- (viii) In public key encryption if A wants to send an encrypted message
 (A) a encrypts message using his private key
 (B) a encrypts message using B's private key
 (C) a encrypts message using B's public key
 (D) a encrypts message using his public key
- (ix) Which one of the following are components of EDI systems?
 (A) Standards (B) Software
 (C) Communication Networks (D) All of these
- (x) RSA algorithm deals with
 (A) Cyber Law (B) Encryption
 (C) EDI (D) Digital Signature

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GROUP B
(Short Answer Type Questions)

Answer any *three* questions.

3×5 = 15

2. What is digital signature? Differentiate between digital signature and digital certificate. 2+3
3. Discuss the legal issues about e-Commerce briefly. 5
4. What is e-Newspaper? Discuss the working principles of reverse auction in electronic market briefly. 2+3
5. Distinguish between symmetric and asymmetric crypto system. 5
6. What is Supply Chain Management? What are the characteristics of supply chain management in e-commerce environment? 2+3

GROUP C
(Long Answer Type Questions)

Answer any *three* questions.

3×15 = 45

7. (a) What is E-Commerce? Explain the advantages and disadvantages of E-commerce over normal commerce. 2+6
- (b) What is Trade cycle? What are the activities a Trade cycle would include? 2+3
- (c) What is electronic market? 2
8. (a) What is EDI? 2
- (b) Describe briefly what are the basic components of EDI. 4
- (c) What do you mean by EDI standards? 3
- (d) What is UN/EDIFACT? 2
- (e) What is the importance of EDI? 4

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9. What is Value Added Network (VAN)? Define 'Structured data' and 'Agreed message standard'. Explain brute-force attack briefly. What is digital cash or e-cash? Why is reliability more important in e-Commerce rather than offline commerce? 2+4+4+2+3
10. What are static and dynamic webpages? Outline the broad level steps in SET. Using RSA algorithm encrypt the letter "G" using the usual numerical scheme (for example, "A" means 1) and decrypt the cipher text message "19" indicating one plaintext letter where initial two primes p and q are 3 and 11 respectively. 4+5+6
11. Write short notes on any *three* of the following: 3×5
 - (a) Firewall in E-Commerce
 - (b) E-Marketing
 - (c) DES Algorithm
 - (d) E-Diversity
 - (e) Online Banking System