



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

**Paper Code : IT-703A**

**E-COMMERCE**

*Time Allotted: 3 Hours*

*Full Marks: 70*

*The figures in the margin indicate full marks.  
Candidates are required to give their answers in their own words  
as far as practicable.*

**Group – A**

**(Multiple Choice Type Questions)**

1. Choose the correct alternative for each of the following: <http://www.makaut.com>

1×10=10

(i) SHA is more secure than MD5 by the factor of

(a)  $2^{16}$

(b)  $2^{64}$

(c)  $2^8$

(d)  $2^{32}$

(ii) In EAN coding system, within the EAN code manufacturer is of \_\_\_\_\_ bit/s and check digit is of \_\_\_\_\_ bit/s.

(a) 4, 2

(b) 3, 3

(c) 5, 1

(d) 1, 4

(iii) Friction in a transaction is defined as <http://www.makaut.com>

(a) overhead

(b) loss

(c) profit

(d) None of these

(iv) If  $Z = 160$  and  $E = 7$ , then for what value of  $D$ ,  $(ED \bmod Z = 1)$  will be satisfied?

(a) 33

(b) 22

(c) 45

(d) 23

(v) 'Flood Attack' by attackers happened on

(a) router

(b) hub

✓ (c) switch

(d) server

- (vi) "Mouse Rollover Effect" is the example of
- |                           |                           |
|---------------------------|---------------------------|
| (a) Server Side Scripting | (b) Client Side Scripting |
| (c) Both (a) and (b)      | (d) None of these         |
- (vii) Which of the following is ASCII protocol? <http://www.makaut.com>
- |          |          |
|----------|----------|
| (a) SNMP | (b) SMTP |
| (c) SET  | (d) PGP  |
- (viii) Use the SHIFT CIPHER with Key = 17 to encrypt the message "WBUT". The cipher text will be
- |           |           |
|-----------|-----------|
| (a) XCVU  | (b) NSLK  |
| (c) ALSEC | (d) KLMPN |
- (ix) Electronic Market, EDI can be explained through which of the following Genetic Trade Cycle?
- |                        |                        |
|------------------------|------------------------|
| (a) Repeat Trade Cycle | (b) Credit Trade Cycle |
| (c) Cash Trade Cycle   | (d) All of these       |
- (x) Purchase order is the example of
- |                     |                             |
|---------------------|-----------------------------|
| (a) Structured Data | (b) Agreed Message Standard |
| (c) Electronic Data | (d) None of these           |

**Group – B**

**(Short Answer Type Questions)**

Answer any three of the following.

5×3=15

1. Explain the impact of E-commerce from Industry's perspective, Consumer's perspective and Society's perspective. <http://www.makaut.com>

3. What is supplier centric, buyer centric and intermediary centric B2B electronic commerce?

4. Explain Public Key Infrastructure for Digital Certificate.

5. Given, 2 prime numbers  $P = 31$ ,  $Q = 41$ . Find out N, E, D, encryption key and decryption key in RSA encryption process.

6. What is an Affiliate Model? Provide two examples of electronic commerce businesses that use this model. <http://www.makaut.com>

**Group – C**

**(Long Answer Type Questions)**

**Answer any three of the following.**

**15×3=45**

7. (a) What is E-Commerce? Explain the advantages and disadvantages of E-Commerce over normal commerce.
- (b) What is Trade cycle? What are the activities a Trade cycle would include?
- (c) What is electronic market? <http://www.makaut.com> (2+6)+(2+3)+2=15
8. (a) What is EDI?
- (b) Describe briefly what are the basic components of EDI.
- (c) What do you mean by EDI standards?
- (d) What is UN/EDIFACT?
- (e) What is the importance of EDI? 2+4+3+2+4=15
9. (a) What is Digital Cash or E-Cash?
- (b) Draw a flow chart showing transaction flow in E-Cash system.
- (c) Describe the methods of payments using card system and elaborate on the payment threats and ways of combating it. <http://www.makaut.com>
- (d) How do reverse auctions differ from regular auctions? How does reverse auction work in E-market place? 3+4+4+(2+2)=15
10. (a) Describe the electronic payment system for E-Commerce.
- (b) What is Internet Banking? Explain the process of Internet Banking.
- (c) What is E-Cash? What are its advantages and disadvantages? 7+(2+3)+(1+2)=15
11. Write short notes on any three of the following: <http://www.makaut.com> 5×3=15
- (i) Smart Card
  - (ii) E-diversity
  - (iii) Digital Signature
  - (iv) Virtual Auction
  - (v) VPN