

CS/B.Tech/IT(O)/ODD/SEM-7/IT-703A/2019-20



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

**Paper Code : IT-703A**

**PUID : 07044 (To be mentioned in the main answer script)**

**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 alternatives for the following :

10 × 1 = 10

i) Which one of the following is are component(s) of  
EDI systems ?

- a) Standards
- b) Software
- c) Communication Networks
- ☒ d) All of these.

ii) RSA algorithm deals with

- a) Cyber law
- ☒ b) Encryption
- c) EDI
- d) Digital Signature.

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- iii) EBay is an example of a/an ..... E-Commerce site.
- a) B2C
  - b) EDI
  - ☒ c) C2C
  - d) B2B.
- iv) Which one is not included in E-Commerce categories ?
- a) C2B
  - b) C2C
  - ☒ c) C2G
  - d) B2G.
- v) SET protocol is used for
- a) Securing message transfer
  - ☒ b) Securing card transaction
  - c) Securing authentication
  - d) Securing overall E-Commerce.
- vi) How many types of trade cycle are there in E-Commerce ?
- a) One
  - b) Two
  - c) Three
  - ☒ d) Four.
- vii) Example(s) of e-money is/are
- a) Credit card
  - b) Debit card
  - c) Charge card
  - ☒ d) All of these.
- viii) E-Commerce is not suitable for
- a) sale/purchase of expensive jewellery and antiques
  - b) sale/purchase of mobile phones
  - c) sale/purchase of branded clothes
  - ☒ d) online job searching.

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- ✓ 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 the basic components of EDI. 4
- ✓ c) What do you mean by EDI standards ? 3
- ✓ d) What is UN/EDIFACT ? 2
- ✓ c) What is the importance of EDI ? 4
9. a) Explain RSA algorithms. Given two prime numbers  $P = 7$  and  $Q = 19$ . Find out  $N$ ,  $E$ ,  $D$  in RSA encryption process. 3 + 7
- b) Define B2B E-Commerce. Discuss its different types. 1 + 4
10. a) Describe the electronic payment system for E-Commerce. 7
- b) What is Internet Banking ? Explain the process of Internet Banking. 2 + 3
- c) What is e-Cash ? What are its advantages and disadvantages ? 1 + 2
11. Write short notes on any *three* of the following : 3 × 5
- ✓ a) Smart Card.
- ③ b) E-diversity
- c) Digital Signature
- ⑥ ✓ d) Virtual Auction
- ✓ e) Cryptography
- f) Virtual Market.