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



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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)

Choose the correct alternatives for the following:

 $10 \times 1 = 10$

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- Which one of the following is are component(s) of **i**) EDI systems?
 - Standards a)
 - Software b)
 - Communication Networks

d All of these.

RSA algorithm deals with ii)

> Cyber law a)

b Encryption

EDI c)

Digital Signature.

**-7505/7(0)

Turn over

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- EBay is an example of a/an E-Commerce iii) sitc. EDI · b)
 - B₂C a)

C2C

- B2B. d)
- is not included in E-Commerce Which one iv) categories?
 - C2B a)

C2C b)

c2G

- B2G. d)
- SET protocol is used for
 - Securing message transfer a)
 - Securing card transaction
 - Securing authentication c).
 - Securing overall E-Commerce.
- How many types of trade cycle are there in E-Commerce?
 - One a)

Two b)

- Three c)
- Four. Cett
- vii) Example(s) of e-money is/are
 - Credit card a)
- b) Debit card

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- Charge card c)
- All of these.
- viii) E-Commerce is not suitable for
 - sale/purchase of expensive jewellery a) antiques
 - sale/purchase of mobile phones b)
 - sale/purchase of branded clothes c)
- online job searching.

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- ix) Which one is not a domain name?
 - a) .nic

b) .ncs

c) .boc

- d) .ernet
- x) The main aim of E-marketing is
 - a) to deliver products
 - b) to provide customer service
 - c) to position their product in the minds of the customer
 - -d) all of these.

GROUP - B

(Short Answer Type Questions)

Answer any three of the following. $3 \times 5 = 15$

- Explain Secure Electronic Transaction (SET) protocol.
- 3. Distinguish between B2B and B2C models of E-commerce. http://www.makaut.com
- What role does Cryptography play in e-commerce?

 Distinguish between Symmetric & Asymmetric

 Cryptosystem.
- What is Trade Cycle? What are the activities a Trade Cycle should include?
 - 6. What is digital signature? Differentiate between digital signature and digital certificate.

GROUP - C

(Long Answer Type Questions)

Answer any three of the following. $3 \times 15 = 45$ What is E-Commerce? Explain the advantages and disadvantages of E-Commerce over normal commerce.

2+6

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3

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4-14	What is Trade cycle? What are the activit	ics a
-	Trade cycle would include?	2 + 3
c)	What is electronic market?	2
8a)	What is EDI?	2
	Describe briefly the basic components of EDI.	4
(e)	What do you mean by EDI standards?	3
Jdj	What is UN/EDIFACT?	2
	What is the importance of EDI?	4
9. a)		
	P = 7 and $Q = 19$. Find out N, E, D in	RSA
		3 + 7
, b)	Define B2B E-Commerce. Discuss its diffe	erent
	types.	1 + 4
10. a)	Describe the electronic payment system	for
	E-Commerce.	7
b)	What is Internet Banking? Explain the proce	ss of
	Internet Banking.	2 + 3
c)	What is e-Cash? What are its advantages	
	,	1 + 2
11. Wri	•	3 × 5
· Cat	Smart Card	
$(\zeta)^{b}$	E-diversity	
(c)	Digital Signature	
ALLAY	Virtual Auction	
(a)	Cryptography	
	Virtual Market.	

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