COMILLA UNIVERSITY
Faculty of Engineering
Department of Computer Science & Engineering
3rd Year 2nd Semester B.Sc. (Engg.) Final Examination '14, Session 2011-2012
Course Code: CSE-324
Course Title: E-Commerce

Time: 2 Hours

Full Marks: 30

Answer any four questions.
N. B. Figures in the right margin indicate marks

1. (a) "Electronic commerce gradually changes the nature of business" – do you agree with this statement? Define the e-commerce and how does it differ from traditional commerce for your given argument. [3]

(b) Explain differences between B2B and B2C in terms of serviceability, control and order completion cycle. [2]

(c) What is supply chain management? How does e-commerce help in supply chain management? [2.5]

2. (a) "Do you think a business model plays an important role for a business"? Based on given opinion, you define business model, its importance and depict the taxonomy of the business models. [3]

(b) Mention how taxation is done during an electronic commerce transaction. [2.5]

(c) What are the major limitations on the growth of e-commerce? Which is potentially the toughest to overcome? [2]

3. (a) Write the role of XML as EDI. Demonstrate the document flow within and between a vendor and purchaser office. [5]

(b) Explain the characteristics of a document. Illustrate the structure of a business letter. [2.5]

4. (a) How will you get digital signature? What is the use of digital signature in e-commerce? [2]

(b) Describe the process of payment with a credit card and a debit card. [4]

(c) What is pay pal? In which type of e-commerce is it found most useful? [1.5]

5. (a) Describe the layered architecture for m-commerce. What are the special advantages of m-commerce when compared to e-commerce? [3.5]

(b) "Now-a-days, semantic web technologies are pioneer to manage business data for m-commerce" – do you agree with this statement? Compare between RDF and XML data representation based on your given argument. [2.5]

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(c) What is WAP? In what way does a WAP-enabled mobile phone differ from a v based mobile phone? [1.

6. (a) What is e-commerce security and why it is important? [1.5]
   (b) Explain how SSL protocol is used for secure transaction. [3]
   (c) Explain the process of identifying threats to e-commerce. [3]