ISLAMIC UNIVERSITY OF TECHNOLOGY (IUT)
ORGANISATION OF ISLAMIC COOPERATION (OIC)
Department of Computer Science and Engineering (CSE)

SEMESTER FINAL EXAMINATION   WINTER SEMESTER, 2016-2017
DURATION: 3 Hours   FULL MARKS: 150

CSE 4531: E-Commerce and Internet Security

Programmable calculators are not allowed. Do not write anything on the question paper.
There are **8 (eight)** questions. Answer any **6 (six)** of them.
Figures in the right margin indicate marks.

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1. a) Describe the major advantages of Business to Business (B2B) model. — 8
    b) Explain the relation between B2B and B2C business models with appropriate diagram. — 5
    c) Give the representation of an electronic market with appropriate diagram. — 7
    d) Summarize E-business transaction model in a diagram. — 5

2. a) Briefly describe the benefits of using Firewall. — 7
    b) What do you understand by dynamic pricing? Explain dynamic pricing in terms of B2B business model. — 6
    c) What do you understand by Aggregator business model? Briefly explain the types of aggregator marketplace. — 12

3. a) List the advantages of brokerage model. — 6
    b) Explain four basic marketing strategies with appropriate examples. — 8
    c) Give two examples for each of the followings: — 6
        i.   Mobile ticketing
        ii. Mobile Purchase
        iii. Mobile marketing and advertising
    d) List the information that a website developer should know before setting up an E-commerce website — 5

4. a) What do you understand by E-market value chain? Explain three key principles of site adhesion. — 8
    b) What are the strategic advantages of E-SCM? What benefits it can provide? — 10
    c) Mention five metrics defining internet units of measurement. Give Example of five direct metrics and five indirect metrics of internet units of measurement. . — 7

5. a) What is access right Matrix? Give example. — 6
    b) Explain Sniffing and Spoofing with appropriate examples. — 6
    c) What is DoS and DDoS attack? Explain with appropriate example. — 6
    d) What is Safe Harbor Agreement? What are the principles of it? — 7

6. a) Discuss the necessary steps in analyzing the security state of an enterprise. — 7
    b) What are the strategic advantages of E-SCM? What benefits it can provide? — 10
    c) What do you understand by SEO? Discuss the steps for On-page SEO. — 8

7. a) What is social engineering? Why do security experts worry about social engineering? What is the best way to deal with social engineering? — 13

b) Explain five principles of privacy protection in case of collecting information from user   5
    online.

c) What are the differences between Black Hat SEO and White Hat SEO?   7

8. a) Perform Playfair encryption on the following test using key *"CRYPTOGRAPHY"*   8
        "COMMITTEE MEETING"

    b) What is asymmetric encryption? Explain the crypto analysis of monoalphabetic cyphers.   7

    c) What do you understand by cybercrime? Explain how Secure Socket Layer (SSL) works.   10