

ISLAMIC UNIVERSITY OF TECHNOLOGY (IUT)
ORGANISATION OF ISLAMIC COOPERATION (OIC)

Department of Computer Science and Engineering (CSE)

MID SEMESTER EXAMINATION

WINTER SEMESTER, 2016-2017

DURATION: 1 Hour 30 Minutes

FULL MARKS: 75

CSE 4531: E-Commerce and Internet Security

Programmable calculators are not allowed. Do not write anything on the question paper.

There are **4 (four)** questions. Answer any **3 (three)** of them.

Figures in the right margin indicate marks.

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1. a) What do you understand by E-Commerce? Discuss the unique features of E-commerce. 3+7
 b) Define various E-business models which are classified based on the transaction parties. Use appropriate examples. 10
 c) Explain the relation between B2B and B2C business models with appropriate figure. 5

 2. a) How the E-commerce and E-business are related? Show the relation in a pictorial format. 6
 b) What are the requirements of E-payment systems? 6
 c) Suppose you have opened an online buying and selling site named *buybuy.com*. Now in order to get the attention of visitors, you need to advertise your site. Discuss various means of E-advertising and select one of them for your site and give a logical reason for that. 13

 3. a) Discuss the basic problems involved with traditional marketing. 5
 b) In IUT, automatic Smart Card system is already implemented in course registration and Cafeteria. Now only CDS (Central Departmental Store) is left out. So they have planned to make a website and they have come to you to make a website for them. They have following functionalities.
 - i. Connect to the homepage and browse the site by following links to top products.
 - ii. Search products according to various categories.
 - iii. Select one item from the list and see details about that product.
 - iv. Register as a new customer of CDS to get new username and password against the Smart Card number and other information. 10
 - v. Add items to the shopping cart.
 - vi. Pay for the items added to the shopping cart.
- Based on those information draw the browsing behavioral model graph (BBMG) for that site.
- c) Discuss the phases of E-CRM? What is the difference between a Cryptographer and a Cryptanalyst? 6+4
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4. a) What do you understand by public key cryptography and private key cryptography? 4
 b) Firewall is one of the important risk management programs. What are the primary aspects of firewall? Explain in brief. 8
 c) Perform Playfair encryption on the following text using key "IUTCSE".
 "COMMITTEE MEETING" 8
 d) Explain the cryptanalysis of monoalphabetic ciphers? 5