

# BTE EXAMINATION

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Branch :- ITES&M

Q1. (iii) Electronic Data Interchange [EDI]

(xi) C2C [Consumer to Consumer]

→ C2C ecommerce or C2C is simply commerce b/w private individual or consumer.

→ Ex:- Me selling a car to my neighbour  
OLX, Quicker.

(ix) ERP → Enterprise Resource planning

(viii) E-Commerce is a Electronic Commerce is a process of buying, selling, transferring or exchanging products, services and or info via electronic n/w & computer.

Q1. (ii) EFT [Electronic fund Transfer] is the electronic movement of fund from one bank account to another, either within a single financial institution or across numerous institutions using computer based system and without the involvement of bank personnel.

(x) Topology → The interconnected pattern of N/w pieces is known as Network Topology.

\* Network Topology can be either physical or logical.

Types

→ Bus, star, Ring, Tree, Mesh, Hybrid.

(vii) Packet Switching → is a way of sending data in the form of packets to a n/w.

The data split down into little, variable-length bits called packets. in order to send the file quickly & efficiently over the n/w & minimise transmission latency.



All of these little component (packets) must be reassembled at the destination.

The payload & various control information make up a packet. There is no need to set up or reserve resources ahead of time.

(xii) VPN [Virtual Private Network]

→ creates a private N/w from a public internet. Connections, giving you online privacy and giving you anonymity. Your Internet Protocol (IP) address is hidden behind a VPN, making your online activities virtually untraceable.

VPN services, above all, provide private & encrypted connection providing better anonymity than even a guarded WIFI hotspot.

(vi) The technique of transforming a normal communication (plaintext) into a meaningless message is known as encryption. (Ciphertext).

(v) Intelligent Agent is a software programme that assists a user in completing a task or activity by automatically gathering information over the internet and transmitting data with other agents based on the program's algorithms.



Ans 2 (i)M Commerce

→

Mobile Commerce

→

It is the buying & selling of goods/products and services through wireless handheld devices.

Eg:-

Mobile Devices, Tablet.

Uses of Mobile Devices or Wireless Devices

- Transaction.
- Communicate.
- Entertainment.

→

It is E-Commerce + Wireless Web.

→

Customer's view → Accessing info<sup>n</sup> about goods & services.

Purchase Ticket, Download Content.

Purchase Rent Movies.

Payment Method [Paytm, Credit Card, Debit Card].

Features / Attributes

(1)  
(2)

Ubiquity  
Convenience

(3)  
(4)

Interactivity  
Personalization

(5)

Localization

Q2.

Ans (v)

Internet

Intranet

(1) Massive global system that connects computers public and private N/w around the world together.

It is an internal n/w. It is used by companies to connect their computer on a N/w.

Types of N/w 1. Public

Private.

Accessibility Anyone

Authorized people.

Ext WWW [World wide web]

Banks N/w

Coverage All over the world.

Restricted area upto an organization.

Economic It is more economic to use.

It is less economical

Relation It is the n/w of n/w

It is derived from Internet.



Extranet

Definet People from outside the company can have a limited access to the company's internal n/w for business & education related purpose.

Types of N/w Private / VPN.  
Accessibility Authorized people.

Ex Banks ATM N/w

Coverage :- Restricted area upto an organization & some of its stakeholders so.

Economic :- It is also less economic

Relation :- It is derived from Intranet.

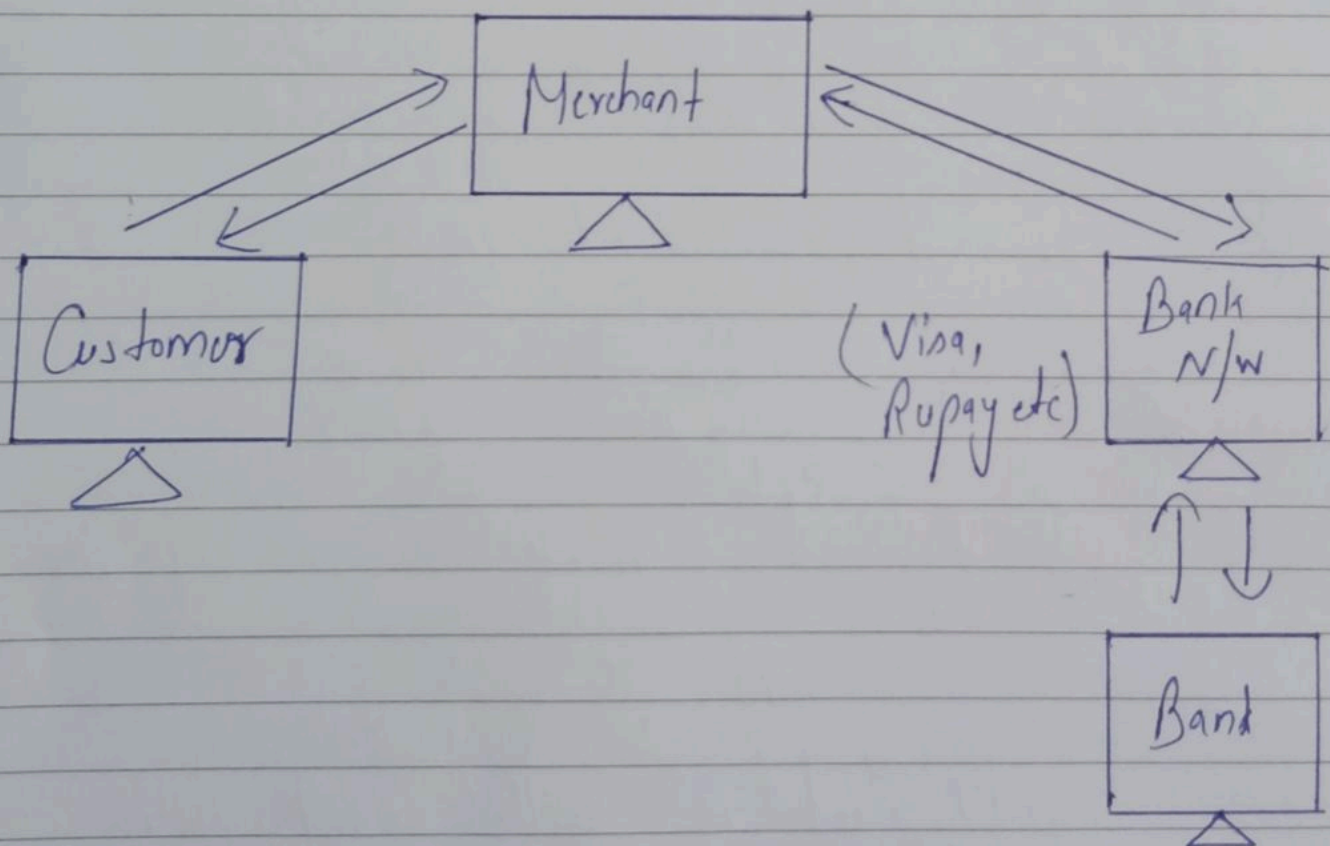
Ans (vii) Credit Card

Credit Card payment is one of the most frequent forms of electronic payment.

Credit Card is a little plastic card with a unique number connected with an account. It also contains a magnetic strip that is used to read credit cards using

Card readers. When a customer purchase a product using a credit card, the credit card issuer bank pays on the customer's behalf and the customer has a specific amount of time to pay the credit card bill.

- It is a plastic card having a magnetic number and code on it.
- It has some fixed amount to spend.
- Customer has to repay the amount after some time.





- Step ① On the customer request, the bank issues & activates a credit card.
- Step ② The customer enters his or her credit card information on the merchant's website or with the merchant from whom he or she wishes to buy a goods or service.
- Step ③ - The merchant verifies the customer's identity by requesting authorization from the card issuer.
- Step ④ The credit card company verifies the card and authorises the transaction. The sales slip is kept by the merchant.
- Step ⑤ The merchant submit the sales slip to the acquire bank and is reimbursed for the service charges.
- Step ⑥ The acquire bank seeks & receives payment from the card brand firm to clear the credit amount.
- The card company now requests that the money be removed from your account.



Q2 (ii) The promotion of products or services over the Internet is known as internet marketing, sometimes known as web marketing, online marketing or e Marketing.

The true breadth of internet Marketing extends beyond the creation & operation of websites. Each & every part of online advertising services, products & websites.

Email Market, direct sales.

### Email Marketing

→ This is a sort of direct Marketing that sends commercial or fundraising communication to a target demographic via email. Email are sent with the intent of

Acquire new client or persuading existing clients to make a purchase.

### Social Media Marketing

→ The act of leveraging social media networks, online communities, blog, wikis & other form of collaborative internet forms of media for marketing, sales, public relation



and customer support is referred to as social media Marketing. Twitter, Youtube, facebook, LinkedIn are popular social Media Marketing platforms.

### Affiliate Marketing

→ It is a type of internet Marketing in which a company compensates one or more affiliates for each visitor or customer brought in by the affiliate Marketing efforts.

### Article Marketing

→ It is a type of advertising in which Companies publish ~~refers~~ brief pieces about their sector. These articles are made available for market publication & distribution.

Q2

(iv)  
Ans-DNS [Domain Name System]

The DNS is the internet's greatest database of information about every website. Domain names are translated into IP addresses via the DNS. Although domain names are easier to remember, IP addresses are the foundation of the Internet.

The DNS translate a website's name into an IP address that a computer can use to find that website.

DNS is used to swiftly supply the information needed to connect users to remote hosts during web browsing and most other internet activities. DNS mapping is disseminated over the internet. Government & universities & other organization as well as access providers and corporation often have their own assigned IP address ranges and domain name.



## Electronic Payment System (EPS)

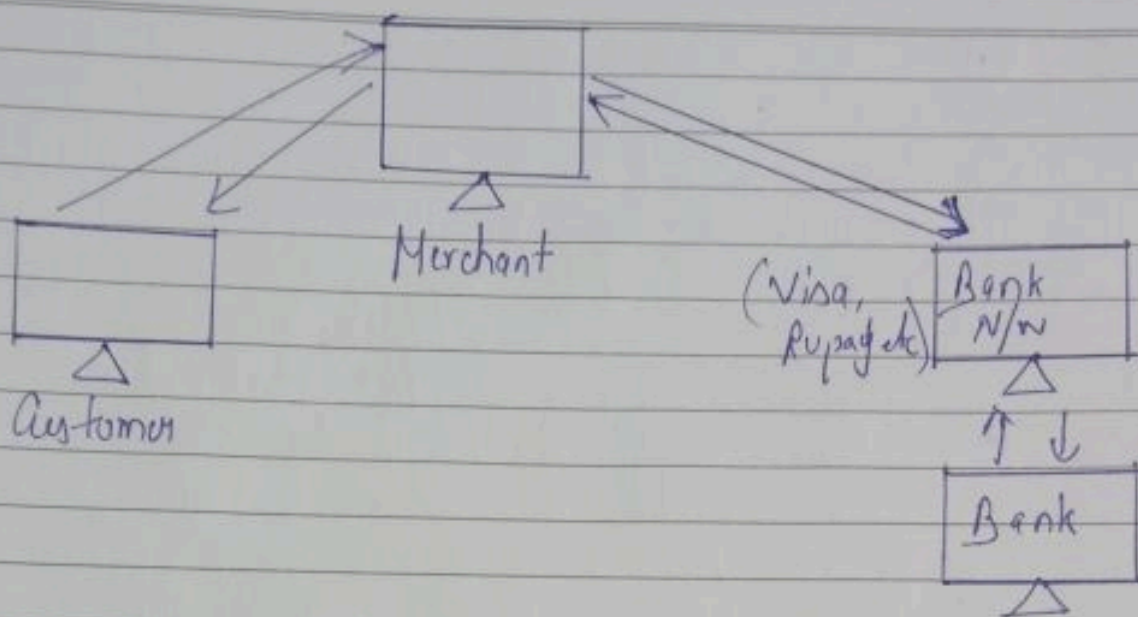
- Electronic payment system is a system which help the customers or user to make online payment for their shopping.
- To transfer money over the internet.
- Methods of traditional payment.  
check, credit card, or cash.
- Methods of electronic payment.  
Electronic cash, software wallets, smart cards and credit/debit card.

### Some Example of Online payment :-

- Online Reservation
- Online Bill payment
- Online Order Placing
- Online Ticket Booking

### ~~Credit Card~~ Credit Card

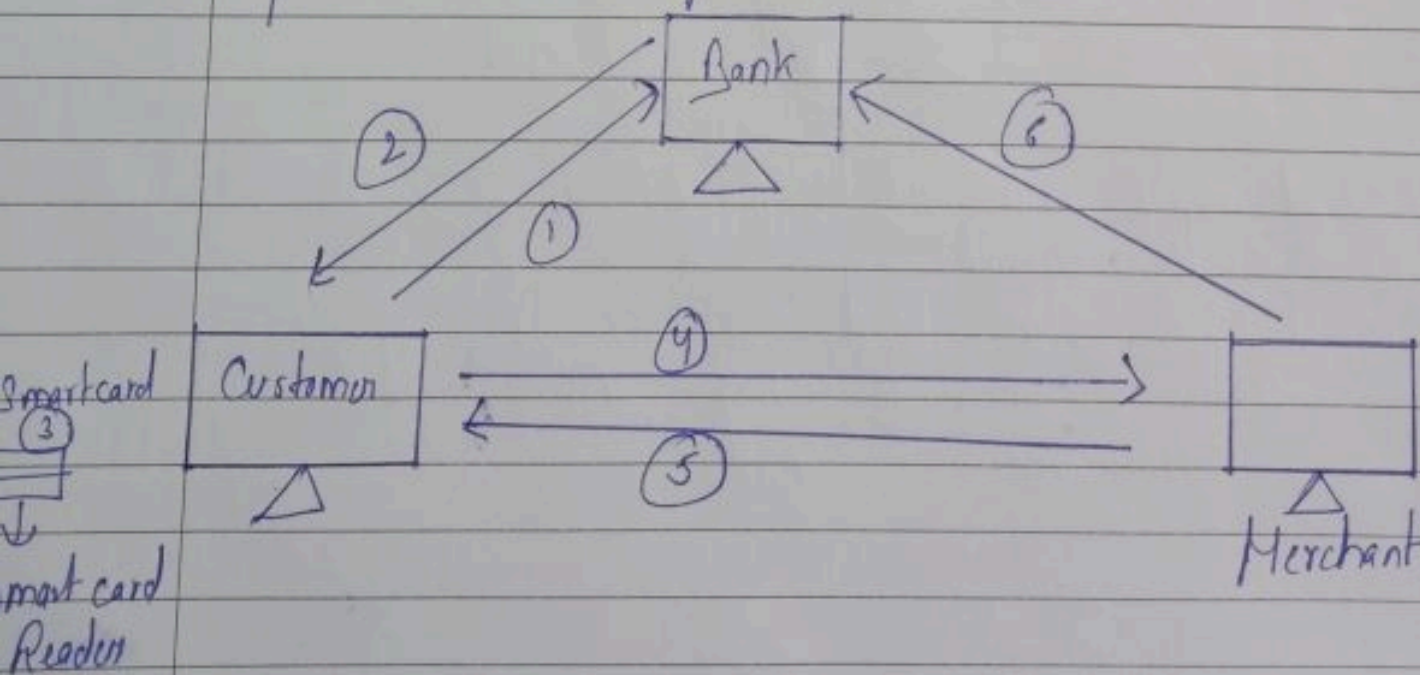
- It is a plastic card having a magnetic number & code on it.
- It has some fixed amount to spend.
- Customer has to repay the amount after some time.



### Smart Cards

→ A smart cards is any packet-sized card with embedded integrated circuits which can process data.

→ It means it can receive an input & can produce an output.





1. User open account & receives a card.
2. User / downloads token onto cards.
3. User insert card in reader.
4. Tokens are transformed from user to vendor.
5. Good Delivered.
6. Vendor redeems tokens.

### E-Wallet

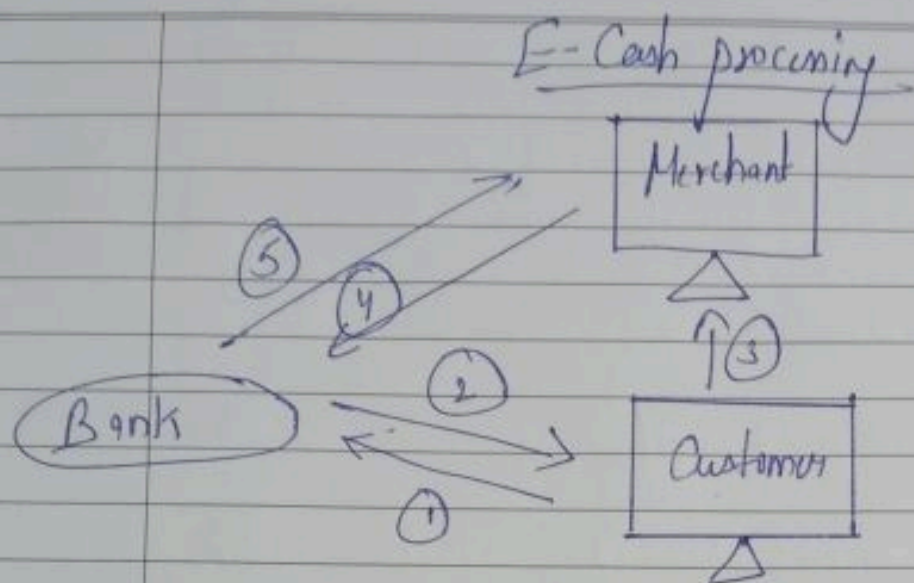
→ E-Wallet allows you to store credit card & bank account number in a secure environment & eliminate the need to enter in account information when making your payment.

### Working

- Shop online the product you want.
- Download wallet from merchant website.
- fill personal information like credit card no, name, address, phone no. etc.
- When you are ready to buy click on the wallet button to proceed payment.

### E-Cash

- A system that allows person to pay for goods or services by transmitting a number from one computer to another computer. This is issued by bank and represents a specified sum of money.



1. Customer buys e-cash from bank.
2. Bank sends e-cash to customer.
3. Customer sends e-cash to Merchant.
4. Merchant checks with bank if e-cash is valid or not.
5. Bank verifies that e-cash is valid.

(5) (b) "E-Commerce or Electronic Commerce is a process of buying, selling, transferring or exchanging products, services, and/or information via electronic networks & computers."

- It is commonly known as electronic Marketing.
- It consists of buying & selling goods and services over an electronic system such as internet.



(5) (6)

Application of E-Commerce

- (1) Retail & Wholesale.
- (2) Online Marketing.
- (3) Finance
- (4) Manufacturing
- (5) Online Banking
- (6) Online Publishing
- (7) Digital Advertising
- (8) Auctions.

Ans (4) (a) :-

E-Commerce Model

→ Electronic Commerce or e-Commerce is a business model that lets firms and individuals buy & sell things over the internet.

- B2B [Business To Business]
- B2C [Business To Consumer]
- C2C [Consumer To Consumer]
- C2B [Consumer To Business].

B2B

- Business To Business E-Commerce.

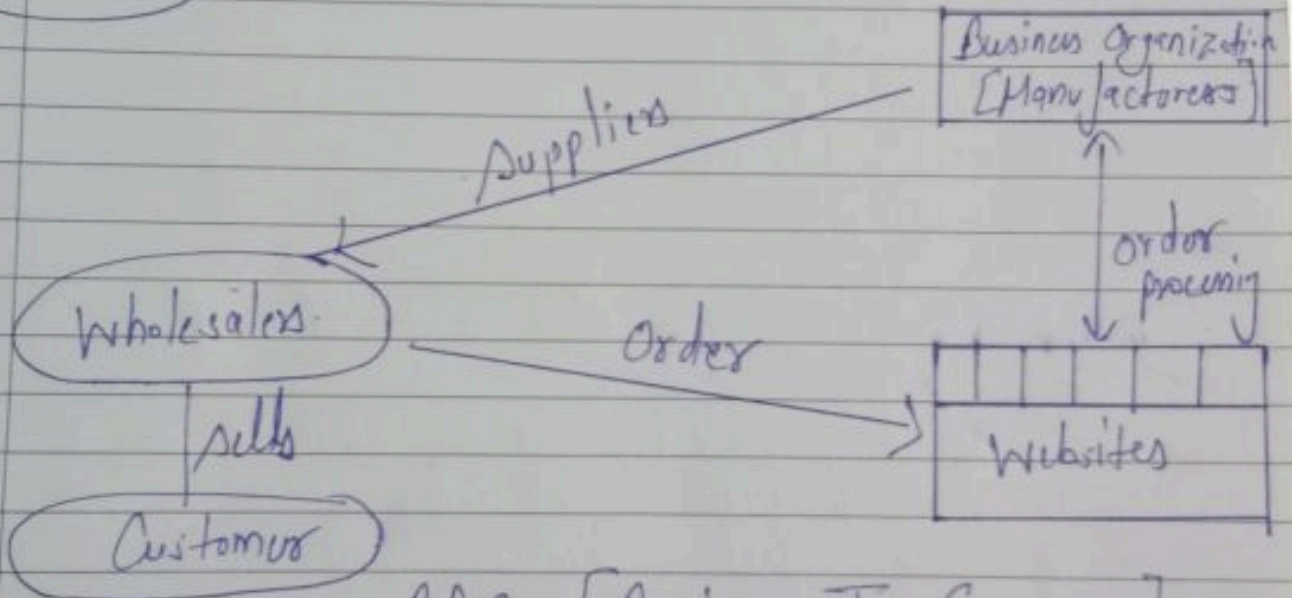
Q. B2B e-commerce is simply defined as e-commerce b/w companies. About 80% of e-commerce is of this type.

Ex:

Intel selling Microprocessor to Dell.  
Heinz selling Ketchup to Mc Donalds.

Company

Company



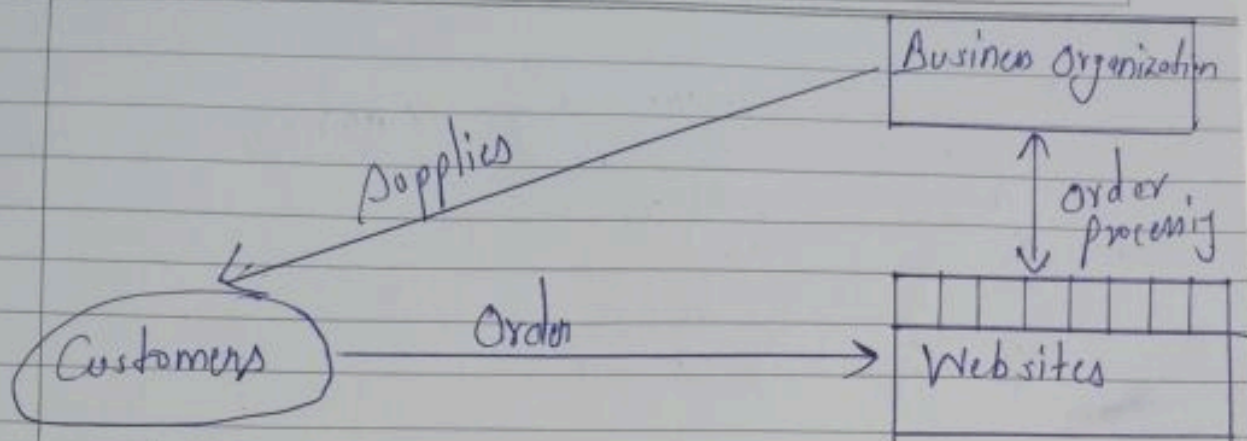
## B2C [Business To Consumer]

→ B2C ecommerce, or commerce b/w companies & consumer, involves customers gathering information purchasing physical goods & receiving products on the electronic n/w.

Ex: Dell selling me a Laptop [Amazon, Flipkart].



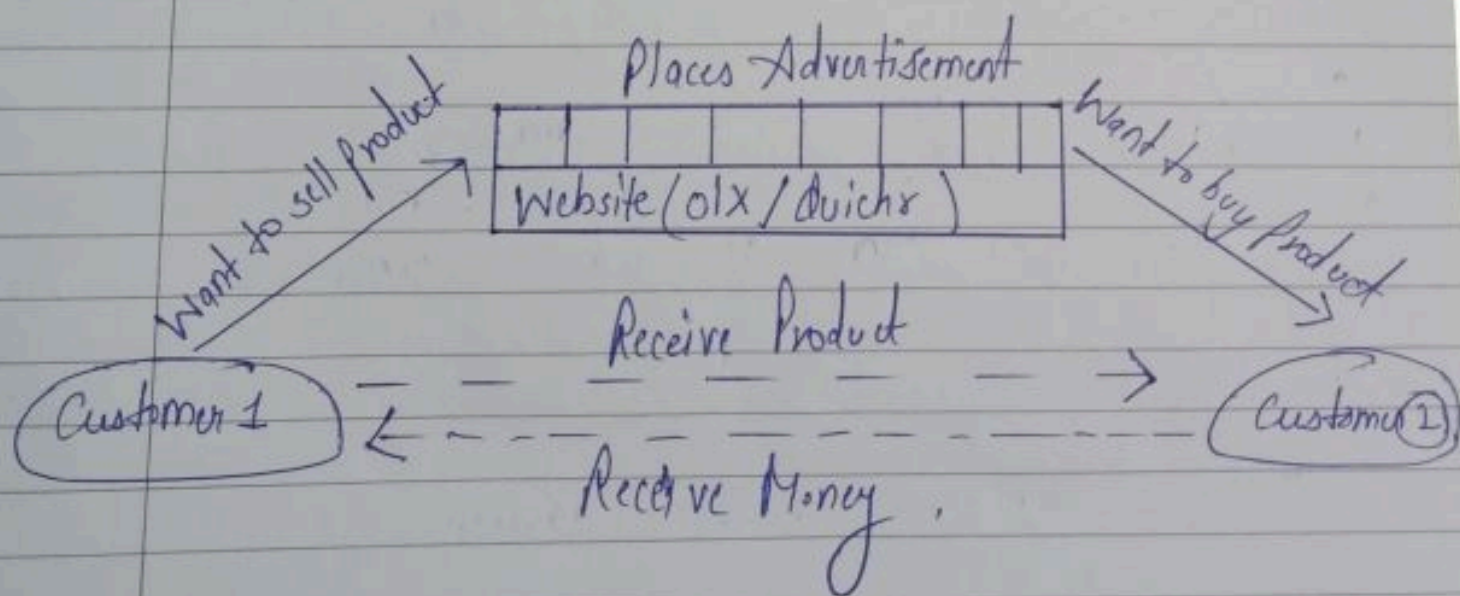
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### Consumer To Consumer [C2C]

→ Consumer to Consumer e-commerce or C2C is simply commerce b/w private individuals or consumers.

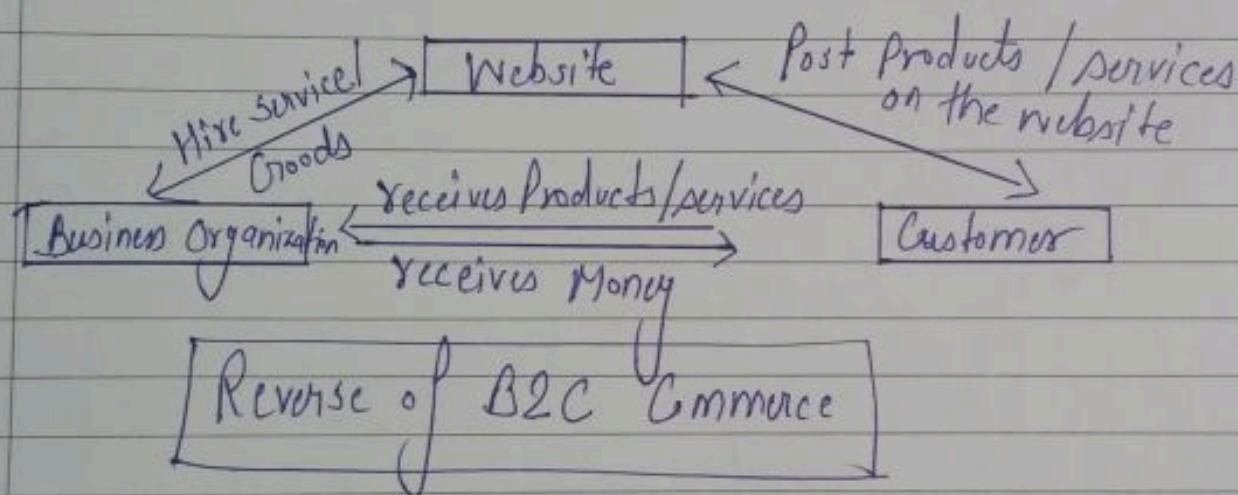
Ex Me selling a car to my neighbour.  
OLX, Quicker.



## C2B [Consumer to business]

→ In this, Consumer demands specific products / services from resp business.  
 "Customer place / post some of the products services on the website".

Ex- Freelancer, fiverr.



(4) (6)

## TCP / IP Model

→ Transmission Control protocol & Internet protocol  
 → Used in current internet architecture which describes the movement of data b/w the source & destination on the internet.



(a) (b)

Application Layer
Transport Layer
Internet Layer
Network Access Layer

Tel / IP  
Architecture

### (1) Application Layer

- User process cooperating with another process.
- FTP, HTTP, SMTP [End user Service].
- SNMP, DHCP, DNS [Administrative protocol].

### (2) Transport Layer

- Process to process Communication
- Port Address.

### (3) Internet Layer

- Node to Node Communication
- IP

### (4) Data link & Physical Layer

- Uses physical address.
- flow control, Error Control.

7. 9.

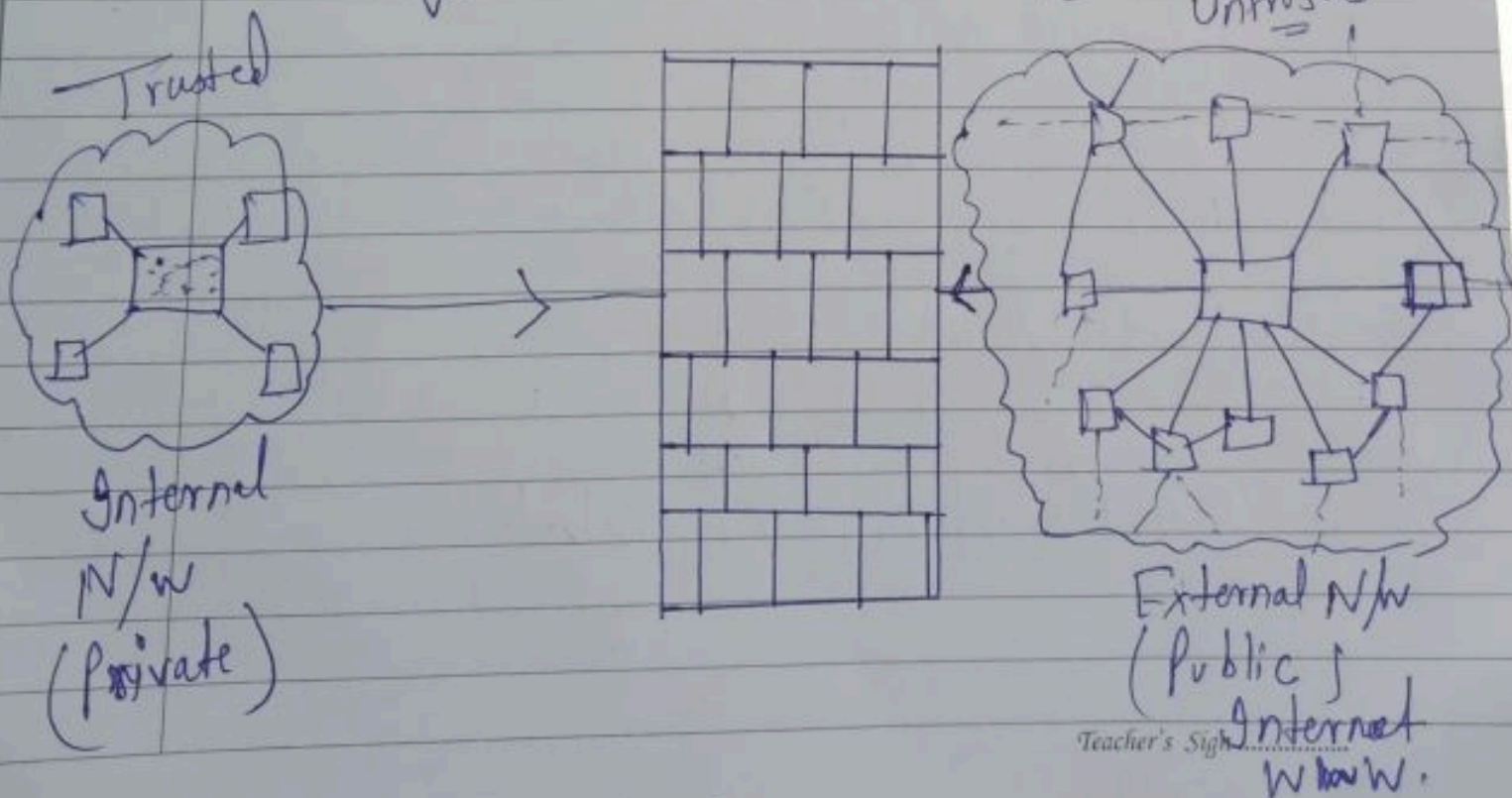
## Firewalls

- A network Device
- Hardware & Software device
- All the data passes through the firewall.
- After examining the data, firewall either blocks, or pass the data
- only authorised traffic will be allowed to pass.
- It established a barrier b/w secured internal N/w & outside untrusted n/w (like Internet).
- Host based & Network based firewall.

Software

Hardware

Untrusted



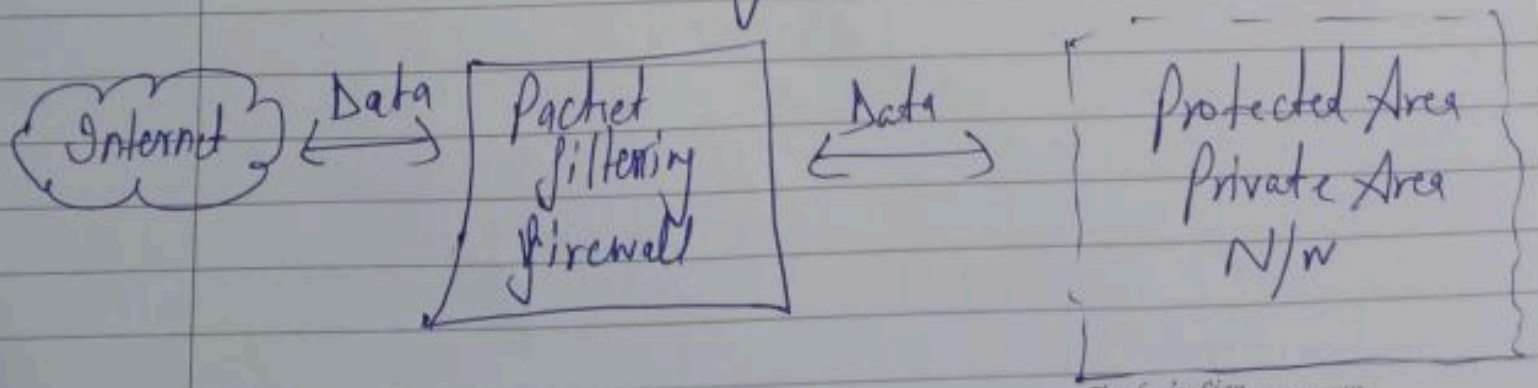


## Types

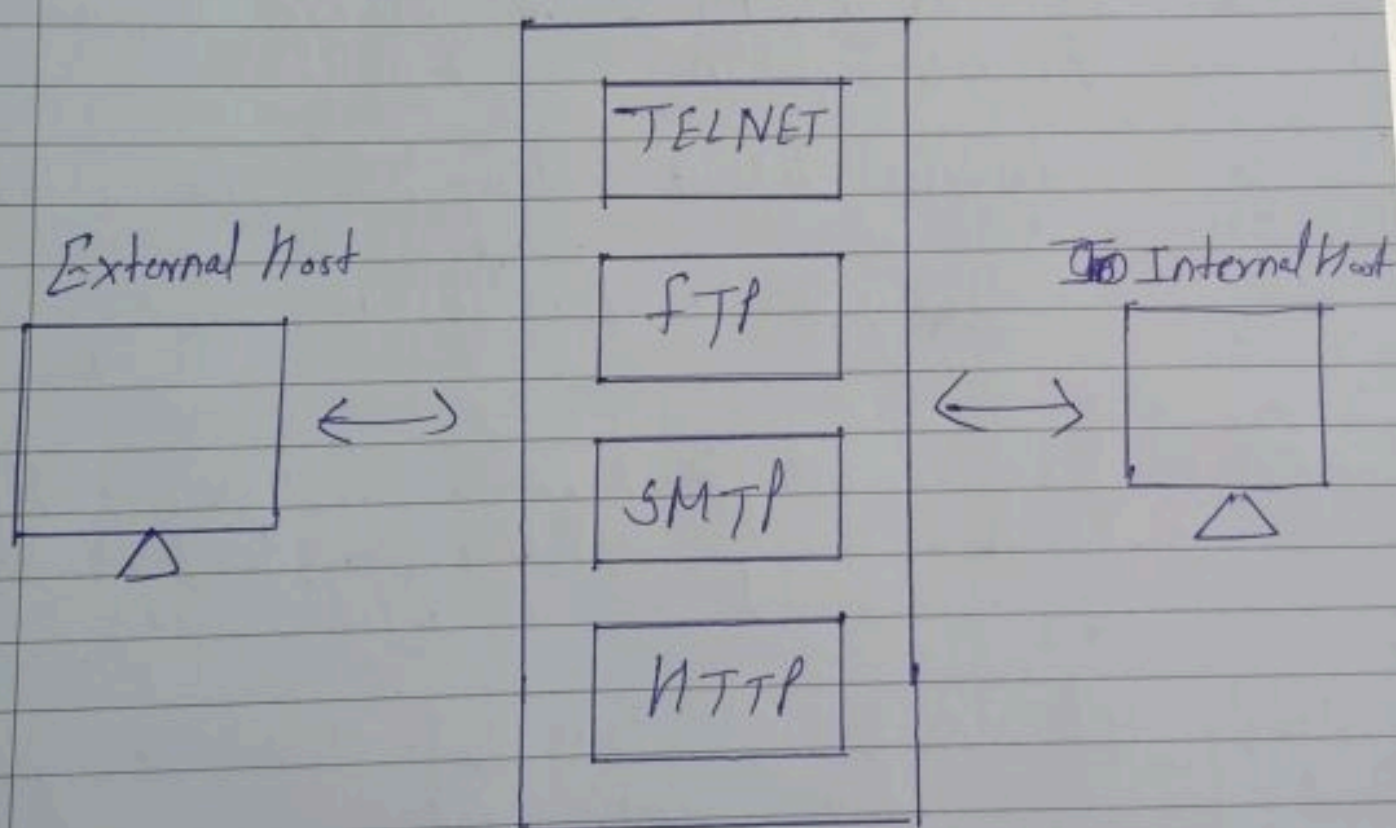
(i) Packet filtering firewall or Router :-

- Applies a set of Rules to each incoming IP packet. and then forwards or discards the packet.
- Rules are based on source, IP, destination IP, address, protocols ~~pk~~ ~~red~~ ports.
- If rules matches, corresponding action will be taken.
- Otherwise default action will be taken.
- It analyses the traffic at transport layer.
- This firewall maintain a filtering table which decides whether the packet will be forwarded or discarded.

Eg. If source IP = 192.168.21.0 accept it  
else deny packet



- (2.) Application Level Gateway or Proxy Server
- Also called proxy server
  - Contacts users using TCP/IP application like TELNET, FTP, HTTP, SMTP etc.
  - More Secure than Packet filtering layer
  - Processing Overhead → Disadv.



Proxy server or  
Application Level  
Gateway.



(3)

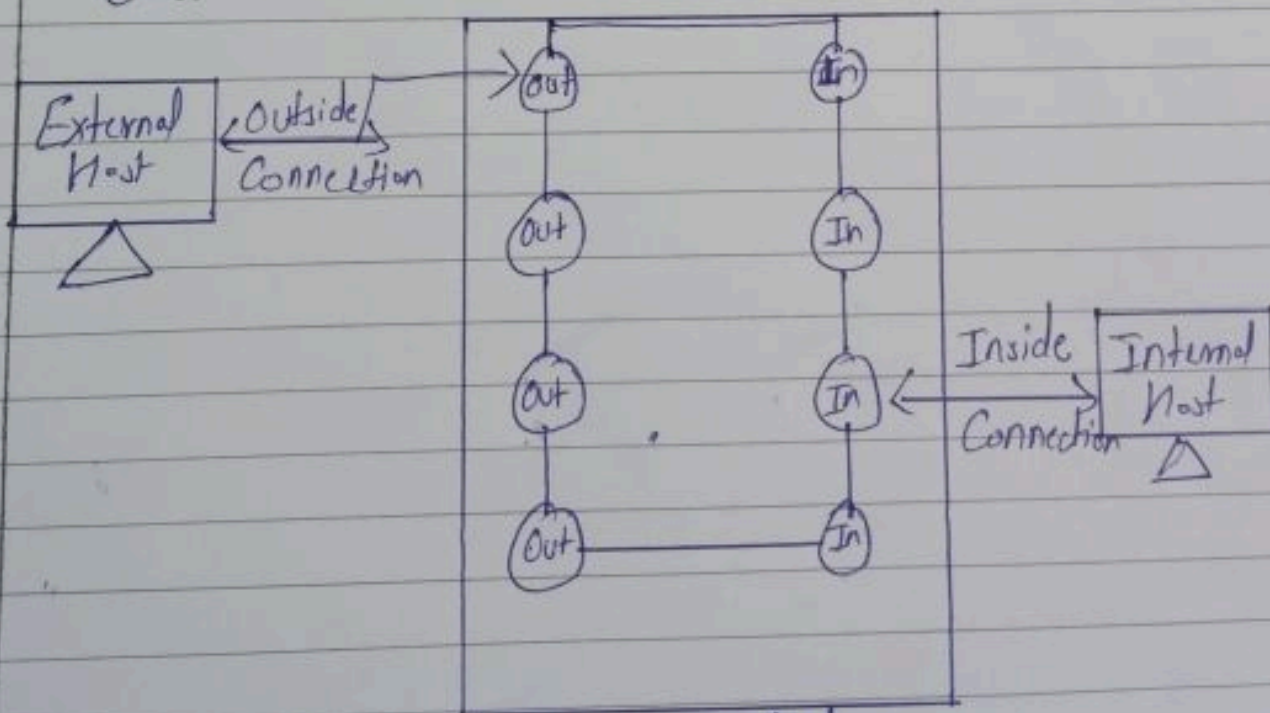
Circuit Level Gateway→ Uses Two TCP Connections

(i) b/w Internal host and circuit level gateway.

(ii) b/w External host &amp; circuit level gateway.

→ Security checks done before setting up a connection. Once the connection is established, all the data will be passed.

Adv = faster than application level gateway / firewall b/c there are less evaluation.

Circuit Level Gateway.