

# Nirma University

Institute of Diploma Studies

Supplementary Examination, January-2011

Diploma in Information Technology, Semester-VII

1ITA08 E-Commerce & E-Business

Roll/  
Exam No.

Supervisor's initial  
with date

Time: 3 Hours

Max. Marks: 100

Instructions:

1. Attempt all questions.
2. Figures to right indicate full marks.
3. Use section-wise separate answer book.
4. Draw neat sketches wherever necessary.

## SECTION - I

**Q-1 A. Define the following terms in context of E-Commerce. (05)**

1. Trojan Horse
2. Geo Targeting
3. E-tailing
4. Virtual mall
5. Warm

**B. Write whether following statements are true or false. Justify your answer. (05)**

1. Barcodes are used for automatic product identification by a computer.
2. Online auctions allow participants to place bid for products and services over the Internet.
3. DES (Data Encryption Standard) algorithm is the example of asymmetric cryptography.
4. Online banking allows customers to conduct financial transactions on a secure websites.
5. Procurement involves making buying decisions under the conditions of scarcity in E-Commerce.

**Q-2 A. Answer the following questions. (Any Three) (12)**

1. What is encryption? Discuss asymmetric cryptography with example.
2. Explain token or smart-card based authentication system used in E-Commerce.
3. Describe the use of digital public key certificates used in E-Commerce.
4. Explain the generic framework for E-Commerce.

**B. Answer the following questions. (06)**

1. Define E-Commerce. Discuss different goals of it.

2. Explain the importance of digital signatures in E-Commerce.
- C. Discuss the weaknesses of Traditional Commerce over E-Commerce. (02)

**Q-3 Answer the following questions. (Any Four) (20)**

1. List out protection mechanisms used for client-server security in E-Commerce. Explain any two in detail.
2. Define Business Model. Explain different types of Business Model.
3. Describe the importance of firewall and explain any two types of it.
4. Discuss various access ramps or local roads used for transferring E-Commerce information.
5. What is SWOT Analysis? Perform the SWOT Analysis of E-Commerce.
6. How data and message security can be achieved in various E-Commerce applications.

**SECTION - II**

**Q-4 A. Define the following terms in context of E-Commerce. (Any Five) (05)**

1. Portal Oriented B2B Integration
2. HTTPD server
3. Open-EDI
4. RSA Digital Envelop
5. Triple DES
6. EJB (Enterprise Java Beans )
7. Electronic Check

**B. Fill in the blanks. (05)**

1. \_\_\_\_\_ cryptography involves the use of same key for both encryption and decryption.
2. The role of \_\_\_\_\_ protocol is to encrypt and decrypt message stream. (SSL, S-HTTP)
3. \_\_\_\_\_ refers to the submission of same electronic currency to two different vendors.
4. Https protocol resides on port no. \_\_\_\_\_.
5. \_\_\_\_\_ is used to transfer EDI (Electronic Data Interchange) documents over Internet.

**Q-5 A. Answer the following questions. (Any Three) (12)**

1. Describe the importance of electronic market.
2. Discuss the usage of Secure-HTTP protocol in E-Commerce.
3. What is E-Cash? Differentiate Online and Offline cash.
4. Discuss the security aspects of any commercial website.

**B. Answer the following questions. (06)**

1. Discuss E-Business in detail with its benefits.
2. Describe various categories of data and transactions in E-Commerce.

**C. Explain in brief applications of E-Business. (02)**

**Q-6 Answer the following questions. (Any Four) (20)**

1. What is the importance of Internet advertising in E-Commerce and also discuss benefits of it.
2. Explain different web tools used for E-Commerce applications in detail.
3. Describe the benefits and limitations of EDI and state that how it is different from e-mail system.
4. Explain in detail the importance of SCM (Supply Chain Management) in E-Commerce.
5. What is Electronic payment card? Explain different types of it.