Nirma University of Science and Technology
Institute of Diploma Studies
Semester End Examination (IR/RPR), November - 2008
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. Section wise separate answer book to be used
                  4. Draw neat sketches wherever necessary.

SECTION-I

Q-1 A. Answer the following. (Any Four)   (04)
1. What is tunneling?
2. What are the types of electronic payment system?
3. What is video conferencing?
4. Define the terms: J2ME and J2SE
5. What is auction? List out the different types of auction.

B. Answer the following. (Any Five)   (10)
1. Give the advantages of EDI.
2. Explain elements of E-commerce.
3. Discuss Active advertising.
4. What are the goals of creating effective web presence?
5. Compare Active threats and passive threats.
6. Explain content management software.

Q-2 , Answer the following. (Any Four)   (16)
1. Give the advantages and disadvantages of E-commerce?
2. What are the factors affecting the cost of EDI implementation?
3. Explain van price structure.
4. Explain fee-for-transaction revenue model.
5. Explain supply chain management.

Q-3 Answer the following. (Any Four)   (20)
1. Explain type of blogs in detail.
2. Explain Video conferencing using ISDN.
3. Explain value added Network.
4. Explain value chain of E-commerce.
5. Explain firewall.

SECTION-II

Q-4 A. **Explain in Short (Any Four)** (04)
1. EFT
2. EJB
3. Debit card
4. Charge card
5. EDIFACT
6. SWOT

B. **Answer the following. (Any Five)** (10)
1. Give the difference between online and offline cash.
2. Explain passive threats.
3. Explain MIME enabled user agent.
4. Give the disadvantages of EDI Custom translator.
5. Give difference between lossy and lossless compression technique.
6. Explain any one basic function of electronic commerce software.

Q-5 **Answer the following. (Any Four)** (16)
1. **Justify**: "Price, Standard and Compression as three factors that made desktop video conference a viable solution for business".
2. What is portal? What are the types of portal?
3. Explain general and specialty consumer auction
4. Explain MBONE.
5. Explain digital content revenue model.

Q-6 **Answer the following. (Any Four)** (20)
1. Explain the architecture of J2EE.
2. What are the strategies of Internet advertising?
3. Explain the push and pull strategies of e-marketing.
4. What are the Advance functions of E-commerce software?
5. Explain MIME based EDI.