Time: 03 Hours Marks: 80

Note: Question No 1 is compulsory

Attempt any 3 questions from remaining.

Assume suitable data whenever necessary

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Q1. You are appointed as developer of e-comm website for Online business	
Portal. Design and develop website to promote the same.	20
Q2 A) Discuss security aspects in E-commerce	10
B) Explain Architecture of SET protocol	10
Q3 A) Suggest strategies to migrate traditional business to online business.	10
B) What are the different ways for electronic marketing?	10
Q4 A) What is value chain process in E-comm? Discuss with diagram	10
B) Discuss Technology and infrastructure in e-business	10
Q5 A) What is Smart Card? Explain in detail	10
B) Discuss SCM with example	10
Q6 A) Discuss CRM strategy based on B-C Model	10
B) What do you mean by EDI? Explain in detail.	10
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