

CS/B.Tech/(IT-New)/SEM-7/IT-703A/2013-14

8. With the help of a diagram, briefly explain how public key cryptography works. Explain, with the help of a diagram, how the addition of a digital signature changes the process of public key cryptography. What are Digital Signatures ? How do they differ from Digital Certificate ? What are the common causes for revoking a Digital Certificate ? 4 + 4 + 2 + 3 + 2

9. What is firewall ? What are the different types of firewall ? State the functions of firewall in e-commerce. Distinguish between SSL and SET protocols. Given, 2 prime numbers $P = 19$, $Q = 31$. Find out N , E , D in RSA encryption process.

2 + 2 + 3 + 3 + 5

10. What is e-business ? Discuss about the features of online bookshop. What is digital cash or e-cash ? Explain with the help of a diagram, how an online banking system works. Why is Supply Chain Management vital for E-commerce ?

3 + 3 + 3 + 4 + 2

11. Write short notes on any three of the following : 3 × 5

- i) Virtual Auction
- ii) E-Diversity
- iii) Trade Cycle
- iv) RSA algorithm
- v) UN/EDIFACT.

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2013

E-COMMERCE

Time Allotted : 3 Hours

Full Marks : 70

The figures in the margin indicate full marks.

Candidates are required to give their answers in their own words as far as practicable.

GROUP - A

(Multiple Choice Type Questions)

I Choose the correct alternatives for the following : 10 × 1 = 10

- i) If an employee of a large corporation wishes to apply for leave, he would normally use
 - a) internet
 - b) extranet
 - c) intranet
 - d) personal social networking account.
- ii) EDI stands for
 - a) Electronic Digital Interchange
 - b) Engineering Digital Interaction
 - c) Electronic Data Interface
 - d) Electronic Data Interchange.

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| Turn over

- iii) Electronic business is the use of the internet and other networks and information technologies to support which of the following ?
 - a) Electronic commerce
 - b) Enterprise communication and collaboration
 - c) Customer service management
 - d) All of these.
- iv) Major application clusters in customer relationship management normally include all *except*
 - a) contact and account management
 - b) customer service and support
 - c) sales
 - d) inventory control.
- v) The correct order of the supply chain life cycle is
 - a) deliver, make, commit and schedule
 - b) commit, schedule, make and deliver
 - c) schedule, commit, make and deliver
 - d) make, schedule, commit and deliver.
- vi) Amazon.com is a classical example of
 - a) B2B
 - b) B2C
 - c) B2G
 - d) B2E.
- vii) What does EFT stand for ?
 - a) Electronic Finance and Transfer
 - b) Electronic Fund Transport
 - c) Efficient Funds Transfer
 - d) Electronic Funds Transfer.
- viii) Olx.in is a recent example of
 - a) Business-to-Business e-commerce
 - b) Business-to-Consumer e-commerce
 - c) Consumer-to-Consumer e-commerce
 - d) Business-to-Employee e-commerce.

- ix) In the _____ phase, a business relies on CRM software tools and databases to help the company proactively identify and reward its most loyal and profitable customers to expand their business via targeted marketing and relationship marketing programs.
 - a) acquire
 - b) enhance
 - c) retain
 - d) all of these.
- x) Market basket analysis (to determine what products customers purchase together with other products) may be performed efficiently by
 - a) database queries
 - b) data mining
 - c) text mining
 - d) formula processing.

GROUP - B

(Short Answer Type Questions)

Answer any *three* of the following. $3 \times 5 = 15$

- 2. How do reverse auctions differ from regular auctions ? How do reverse auctions work in e-market place ?
- 3. Briefly explain the legal issues regarding e-commerce.
- 4. What is cryptography ? Describe the working principle of DES algorithm.
- 5. What is EDI ? Describe EAN coding for EDI message.
- 6. Explain how SSL can be used for secure transactions.

GROUP - C

(Long Answer Type Questions)

Answer any *three* of the following. $3 \times 15 = 45$

- 1. What is e-commerce ? Compare and contrast between e-commerce and traditional commerce. What are the various business models ? Distinguish between B2B2C model and C2B2C model with examples. Describe EDI with the help of trade cycle. $2 + 3 + 2 + 4 + 4$