

CS/B.Tech/IT/Odd/Sem-7th/IT-703A/2014-15

IT-703A**E-COMMERCE**

Time Allotted: 3 Hours

Full Marks: 70

*The questions are of equal value.**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)**

1. Answer any ten questions.

$$10 \times 1 = 10$$

(i) EDI stands for

- (A) electronic digital interchange
- (B) engineering digital interchange
- (C) electronic data interface
- (D) electronic data interchange

(ii) Flipkart.com is classical example of

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|---------|---------|
| (A) B2B | (B) B2C |
| (C) B2G | (D) B2E |

(iii) SET stands for

- (A) secure electrical transmission
- (B) secure electronic telecommunication
- (C) secure electronic transaction
- (D) none of these

(iv) World Wide Web uses _____ protocol.

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|----------|----------------------|
| (A) HTTP | (B) HTTPS |
| (C) FTP | (D) both (A) and (B) |

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(v) Example of Vertical Market.

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|-----------------|----------------------|
| (A) real estate | (B) banking |
| (C) E-Mall | (D) both (A) and (B) |

(vi) Network Layer equivalent to

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|-----------------------|-----------------------|
| (A) OSI model layer 3 | (B) OSI model layer 2 |
| (C) OSI model layer 5 | (D) none of these |

(vii) B2B Classification Model consist of

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|------------------|------------------|
| (A) five models | (B) two models |
| (C) three models | (D) eight models |

(viii) Online Marketing consist of _____ Models.

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|----------|-----------|
| (A) six | (B) two |
| (C) four | (D) three |

(ix) G2G stands for

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|------------------------------|----------------------------|
| (A) government to employee | (B) government to business |
| (C) government to government | (D) none of these |

(x) x.509 certificate is an example of

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|----------------------------|-----------------------------|
| (A) public key certificate | (B) private key certificate |
| (C) both (A) and (B) | (D) none of these |

(xi) Which model of e-commerce deals with virtual auction?

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|----------------------|-----------------------------|
| (A) aggregator model | (B) info intermediary model |
| (C) community model | (D) brokerage model |

(xii) International Data Encryption Algorithm (IDEA) uses

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|--------------------------------|--------------------------------|
| (A) 127 Bit key for encryption | (B) 128 Bit key for encryption |
| (C) 129 Bit key for encryption | (D) none of these |

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GROUP B
(Short Answer Type Questions)

- Answer any *three* questions. $3 \times 5 = 15$
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|----|------------------------------------------------------|-----|
| 2. | What is EDI? How it is useful in E-Commerce? | 2+3 |
| 3. | Describe the functionality of digital certificate. | 5 |
| 4. | What is cryptography? How does a search engine work? | 1+4 |
| 5. | What is Secure Electronic Transaction? | 5 |
| 6. | What is E-Business Transaction model? | 5 |

GROUP C
(Long Answer Type Questions)

- Answer any *three* questions. $3 \times 15 = 45$
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|-----|--------------------------------------------------------------------------------------------------------------------------------------------|-------|
| 7. | What is E-Commerce? Distinguish between B2B, B2C and C2B models. Discuss the advantages and disadvantages of E-Commerce Trade. | 4+6+5 |
| 8. | Explain briefly Digital Signature and Digital Certificate. What is Symmetric and Asymmetric Cryptosystem? Discuss RSA algorithm in detail. | 4+5+6 |
| 9. | What is Online Banking System. Explain the entire process of Online Banking. Discuss the advantages of Online Banking System. | 3+6+6 |
| 10. | What is firewall and discuss its benefit? What are the different types of Firewall? State the functions of firewall in e-commerce. | 5+5+5 |

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11. Write short notes on any *three* of the following:

- (a) E-Transaction.
- (b) SET.
- (c) Vertical Market.
- (d) Digital Signature.
- (e) Trade Cycle.