

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

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**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. 10×1 = 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  
 (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.  
 (A) HTTP (B) HTTPS  
 (C) FTP (D) both (A) and (B)

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- (v) Example of Vertical Market.  
 (A) real estate (B) banking  
 (C) E-Mall (D) both (A) and (B)
- (vi) Network Layer equivalent to  
 (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  
 (A) five models (B) two models  
 (C) three models (D) eight models
- (viii) Online Marketing consist of \_\_\_\_\_ Models.  
 (A) six (B) two  
 (C) four (D) three
- (ix) G2G stands for  
 (A) government to employee (B) government to business  
 (C) government to government (D) none of these
- (x) x.509 certificate is an example of  
 (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?  
 (A) aggregator model (B) info mediary model  
 (C) community model (D) brokerage model
- (xii) International Data Encryption Algorithm (IDEA) uses  
 (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. 3×5 = 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. 3×15 = 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.