

Roll No

IT - 721**B.E. VII Semester**

Examination, December 2015

E-Commerce and Governance**Time : Three Hours**

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Maximum Marks : 70

- Note:** i) Answer five questions. In each question part A, B, C is compulsory and D part has internal choice.
 ii) All parts of each question are to be attempted at one place.
 iii) All questions carry equal marks, out of which part A and B (Max.50 words) carry 2 marks, part C (Max.100 words) carry 3 marks, part D (Max.400 words) carry 7 marks.
 iv) Except numericals, Derivation, Design and Drawing etc.

UNIT-I

1. a) Explain the ethical issues related to E-commerce.
 b) Give one example for each model of E-business.
 c) Explain value chain and supply chain.
 d) What is electronic data interchange? Explain the building blocks of EDI systems.

OR

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Differentiate E-commerce with traditional commerce and explain B2C and C2C models of E-commerce.

UNIT-II

2. a) Define the term m-commerce.
 b) Write down the basic characteristics of online payment systems.
 c) What is the role of payment gateway?
 d) What are the main challenges faced by marketers in the internet age? How to overcome them?

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OR

Give an overview of internet advertising. Explain some models of advertising.

Unit-III

3. a) Explain the term E-governance.
 b) Define G2C2G model.
 c) Write down the benefits of implementation of E-Governance.
 d) What are the issues and challenges in implementing E-Governance in a country like India.

OR

Explain critical flow and comparative analysis model of E-Governance.

Unit-IV

4. a) Explain the term Digital divide.
 b) Explain the role of Data Mining in E-Governance.
 c) Write and explain five maturity levels of E-Governance.
 d) Write a short note on E-readiness.

OR

Give a suitable case study to show the effectiveness of E-Governance.

UNIT-V

5. a) Explain Sniffing and Spoofing.
 b) Describe the denial of service attack. How it affects the E-Commerce.
 c) Describe phishing attack.
 d) Explain the Secure Electronic Transaction (SET) protocol.

OR

What are the security related issues in E-Governance in a developing country?

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