BE (OM) Sem III / Rev Elective-I - E Commerce.

-Con No-63

Con. 6541-10.

(REVISED COURSE)

GT-8838

(3 Hours)

[Total Marks: 100

N.B: i) Question	No. 1 is	compulsory
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I, a)	Olve the aux	antages of e-Com	merce over physica.	i commerce.		[2]
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b)	What are features of internet payment methods?	• 1	[5]	1
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c) What are the e-Business roles and challenges?

d) What are various online auction related services?		•	[5]
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2) a) Differentiate between:	. 0	[10]

I) client/	server	approach	and	mobile	agent	approach	

II)Web services and	Web-based	application
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b) Explain the WAP model and its architecture.	[10]
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3) a) Explain the important factors in client side programming.

b) What are the various session	on tracking technique	ec evalain with evem	ple. [10]
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4) a) Explain SET protocol in de	etail.	[10]
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b) What are various marketing strategies?	[10]
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5) a) What is e-business and wha	4 :4 :1410	[10]
- 1 a i what is e-hiisiness and wha	if are its main characteristics?	1 1 1 1 1 1
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b) What are the ben	its and limitations of e-business?	[10]
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6) a) Expla	in any three types of business models in e-Business.	[10]
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b) Explain the stategic planning process	ess in detail.	[10]
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7, Write short notes on (Any Two): [20]

I] Advertising on web.

II] SOA

III] Role of middleware technologies in e-Business

IV] Cloud computing.