

Con. 6541-10.

(REVISED COURSE)

(3 Hours)

27/12/10
GT-8838

[Total Marks : 100]

N.B: i) Question **No. 1** is compulsory

ii) Attempt any **Four** questions from Q2-Q-7

- 1) a) Give the advantages of e-Commerce over physical commerce. [5]
- b) What are features of internet payment methods? [5]
- c) What are the e-Business roles and challenges? [5]
- d) What are various online auction related services? [5]
- 2) a) Differentiate between: [10]
 - I) client/server approach and mobile agent approach
 - II) Web services and Web-based applications
- b) Explain the WAP model and its architecture. [10]
- 3) a) Explain the important factors in client side programming. [10]
- b) What are the various session tracking techniques, explain with example. [10]
- 4) a) Explain SET protocol in detail. [10]
- b) What are various marketing strategies? [10]
- 5) a) What is e-business and what are its main characteristics? [10]
- b) What are the benefits and limitations of e-business? [10]
- 6) a) Explain any three types of business models in e-Business. [10]
- b) Explain the strategic planning process in detail. [10]
- 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.