BE3-R4: E-BUSINESS

NOTE:

1. Answer question 1 and any FOUR from questions 2 to 7.
2. Parts of the same question should be answered together and in the same sequence.

Time: 3 Hours                        Total Marks: 100

1. a) Explain the methods that are used to protect against online piracy.
    b) Explain the difference between Internet and World Wide Web.
    c) Identify the Key components of C2C model and explain their usage in e-business.
    d) What is meant by Payment gateway? List the specific tasks that are performed by a payment gateway.
    e) Explain the importance of SET protocol in the context of e-business transactions.
    f) Identify and explain the tools that are used to establish secure internet communication channels.
    g) Distinguish between maintenance and enhancement. Which one assures compliance with the original plan for launching online business?

(7x4)

2. a) Describe the Strategizing phase for launching on-line retailing business by a middle level business organization with suitable examples.
    b) While designing a web store front, what factors, constraints or parameters would you consider? Explain.

(12+6)

3. a) Specify and explain the types of actions that are meant to cause infringement of trademark laws in Internet commerce.
    b) Describe the various types of firewalls, the functions they perform and the kind of internet security they provide.

(9+9)

4. a) Discuss the factors that account for slow growth of online e-retailing business in B2C segment.
    b) Describe the components and features of online education services that are provided using internet infrastructure.

(9+9)

5. a) Describe the key dimensions of e-business security. Explain the measures that are used to design e-business security to protect against any of the e-business security threats.
    b) What do you understand by Digital Certificate? Describe its key components and their importance in creating and maintaining public key infrastructure.

(9+9)
6. a) Discuss the various forms of Electronic transfer of funds in e-business enabled enterprise.
b) Discuss the various types of micro payment systems that are currently in use.

7. a) Identify and discuss the key features of online stock trading and investing in India.
b) Write short notes on the following:
   i) Reverse Auctions and E-Commerce.
   ii) Types of Legal disputes in B2C based E-commerce.
   iii) IP Spoofing and Sniffing.