

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) What is the role of Certification Authoring ? Explain briefly.
(b) Write a short note on Payment Gateway.
(c) Explain Business-to-Business model in brief.
(d) How Electronics Commerce affects business ?
(e) Explain Feedback phase in planning online business.
(f) What is the need of Firewall ?
(g) Write a short note on E Government Procurement (EGP).

(7 × 4)
2. (a) Explain the working of Secure Socket Layer Protocol (SSL).
(b) Discuss Client Server Architecture with example.

(10 + 8)
3. (a) What do you mean by E-Auction ? Define various types of E-Auction.
(b) What is an Internet cookie ? How cookies are used to personalize web pages ? Explain.

(9 + 9)
4. (a) Discuss Intellectual Property issues in online business environment.
(b) Discuss Public key and Private key cryptography in brief.

(12 + 6)
5. (a) What is a digital signature ? Explain the working of Digital signature in detail.
(b) Discuss the various types of micro payment systems that are currently in use.

(9 + 9)
6. (a) What do you mean by Domain Name Dispute ? Discuss various steps to resolve Domain Name Dispute.
(b) Discuss Brick and Mortar Model.

(10 + 8)
7. You are an owner of book store and now, due to increasing competition, you also want to give customer an option to purchase books online from your store. Discuss various activities you need to perform in different phases involved in launching this business on internet.

(18)