1. What is the difference between business-to-business and business-to-consumer electronic commerce?
   b) What are the advantages of electronic commerce over traditional commerce?
   c) Why is the risk of introducing a new product online lower than it is for a business with a physical store?
   d) What is the main task of a Web server?
   e) How does the Open Market product facilitate transaction processing?
   f) What are the usability-related goals of an e-commerce site?
   g) What are the components of an Electronic Data Interchange (EDI) message?

2. What are two expensive startup requirements for an online catalog? In e-commerce, what is a shopping cart?
   b) State the liabilities of an ISP.
   c) Briefly describe the concept of direct marketing.

3. In what way could a hacker intercept credit card information used in an online transaction?
   b) Explain the Limitations of e-commerce to Consumers.
   c) What are the various forces fueling e-commerce?

4. How can you get the most accurate benchmarks for your Web server? What five essential purposes does security serve in electronic commerce?
   b) What is non-repudiation? How can it be achieved in designing e-cash based system? Give a suitable algorithm.

5. What is digital certificate? What are some shortcomings of the certificate system?
   b) What is Public Key Cryptography? What are its advantages and disadvantages?
   c) Explain briefly the generic framework for e-commerce.

6. What factors in e-commerce have influenced inventory control methods?
   b) Define EDI. Explain the layered architecture of EDI.
   c) Explain the role of World Wide Web in the field of e-commerce.

7. Briefly describe the E-Commerce technology options.
   b) What are the components of a system for a B2C retailer?