

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 are the problems of E-commerce?
 - b) What do you understand by CGI?
 - c) What is the role of a firewall?
 - d) What is E-check?
 - e) What is reverse auction?
 - f) Distinguish between public and private keys.
 - g) What is patent?

(7x4)

2.
 - a) What is E-Business Model? How does business to consumer (B2C) model work?
 - b) Explain the web system architecture.

(9+9)

3.
 - a) What is the difference between e-commerce and brick & mortar stores? Explain the brick and click model.
 - b) Explain the advantages of online marketing.

(9+9)

4.
 - a) Describe the application level firewall.
 - b) Describe the security schemes adopted in SSL and SET.

(9+9)

5. Write short notes on the following:
 - a) Online banking service sector
 - b) E-government procurement

(9+9)

6.
 - a) Describe how online web site operations can be protected from hackers?
 - b) How digital signature technology works?

(9+9)

7. Explain the following:
 - a) Copyright Law
 - b) Domain Name Disputes

(9+9)