

## 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) Define Electronic commerce and e-Business.
  - b) What do you understand with Web? How many types of web browsers are available? What is internet protocol?
  - c) What is the significance of the IP Spoofing? Explain.
  - d) What do you understand with smart card? Explain the basic features of smart Card with its application.
  - e) What is Consumer oriented E- Commerce? What is role of on line service sector for facilitating the Consumers?
  - f) What is Cryptography? What do you understand with cipher text? What is Encoding?
  - g) Explain the significance of Intellectual property right.

**(7x4)**
  
2.
  - a) Describe the benefits of Electronic Commerce to organization, consumers and society.
  - b) What is meant by E-CRM? Explain in detail.

**(10+8)**
  
3.
  - a) What is meant by Internet? What is web server? How does it work? Explain the web system architecture.
  - b) What is CGI script and why is it important for World Wide Web? What is the significance of Client-server architecture?

**(10+8)**
  
4.
  - a) Differentiate between the pure e-business model and Brick & Click Model in detail.
  - b) Discuss the steps involved in new product strategy for e-Marketing. Illustrate with an example.

**(8+10)**
  
5.
  - a) What is Firewall? How many categories it possess? Discuss the difference between application level Firewall and Circuit level Firewall.
  - b) Describe the Secure Socket Layer (SSL) in detail.

**(13+5)**
  
6.
  - a) What is Micro Payment System? Describe Electronic Fund transfer (EFT) in detail.
  - b) What do you understand with Reverse Auction? Define the difference between C2C and B2B auction.
  - c) What do you understand by E-Governance? Discuss emerging issues of e-governance.

**(9+5+4)**
  
7.
  - a) What are the Data Encryption Standards? What do you understand with Public key and private key? Define Digital Signature and its usefulness in E-Commerce.
  - b) Explain Tort Law on internet. Identify the issues related with Domain name Disputes.

**(9+ 9)**