

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) Identify the key components of e-business models.
 - b) How does spoofing threaten a web site's operation?
 - c) Identify and explain the tools that are used to protect networks, servers and clients.
 - d) Explain the difference between digital certificate and digital signature?
 - e) Explain the reasons for the advent and sustenance of E-commerce.
 - f) Explain the features of HTTP. How does HTTP differ from S-HTTP?
 - g) What do you understand by firewall system? How does it differ from Intrusion detection system?

(7x4)

2. Explain the impact of E-Commerce on marketing, organization, manufacturing and finance function of global business enterprises.

(18)

3.
 - a) Explain each of the layers into which the Internet Protocol Suite organizes its functional groups of protocols and methods.
 - b) Identify and explain the features of e-business model that is best suited for a retail store.

(9+9)

4.
 - a) Explain as to why online travel services can be considered the most successful B2C segment.
 - b) What do you understand by virtual organization? Explain its benefits and limitations.

(9+9)

5.
 - a) Describe the process of public key encryption that uses digital signatures and hash digests.
 - b) Discuss why new and improved security measures are not enough to stop online crimes. Explain the missing component.

(9+9)

6.
 - a) What are the advantages of digital checking payment systems over traditional checking accounts? Name one major digital checking system.
 - b) What do you understand by Payment Gateways? Explain the criteria that are considered important while evaluating payment gateways.

(9+9)

7.
 - a) Identify and explain the key features of online banking.
 - b) Write short notes on the following:
 - i) Domain Name Disputes
 - ii) Law of Tort and E-Commerce
 - iii) Secure Socket Layer (SSL)

(9+[3x3])