

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) Explain the role of World Wide Web in the field of e-commerce.
 - b) What are the usability-related goals of an e-commerce site?
 - c) Why is the risk of introducing a new product online lower than that for a business with a physical store?
 - d) What is the chief task of a Web server?
 - e) Explain the use of SSL to secure the network.
 - f) What are the advantages of electronic commerce over traditional commerce?
 - g) Explain briefly the generic framework for e-commerce.

(7x4)

2.
 - a) Do you think shopping cart is an element of e-commerce system? Write down the two startup requirements for an online catalog?
 - b) Write the liabilities of an ISP.
 - c) Briefly describe about direct marketing.

((3+2)+6+7)

3.
 - a) What factors in e-commerce have influenced inventory control methods?
 - b) Define EDI. Explain the layered architecture of EDI.
 - c) What is the difference between business-to-business and business-to-consumer electronic commerce?

(4+[2+8]+4)

4.
 - a) 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.

((2+4)+[2+3+7])

5.
 - a) 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) What are the components of an Electronic Data Interchange (EDI) message?

((3+4)+7+4)

6.
 - a) In what way could a hacker intercept credit card information used in an online transaction?
 - b) Write down the Limitations of e-commerce to Consumers.
 - c) What forces are fueling e-commerce?

(5+8+5)

7.
 - a) E-Commerce technology has several opportunities; illustrate them briefly.
 - b) Describe the B2C retailer systems components.

(10+8)