

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 e-Commerce and describe how it differs from e-Business.
- b) Describe how the Internet and Web features and Services support e-Commerce?
- c) What are the two major legal/regulatory constraints being faced by e-Commerce?
- d) Why must e-Tailers be concerned with security?
- e) How does the Open Market product facilitate transaction processing?
- f) Define Electronic Data Interchange. What are the components of Electronic Data Interchange?
- g) Explain how SSL protocol is used for secure transaction. Explain the advantages in e-Commerce.

(7x4)

2.

- a) What role does SCM play in Business to Business model i.e. B2B e-Commerce?
- b) What is Supply Chain Management? What are the characteristics of Supply Chain Management in an e-commerce environment?

(8+[3+7])

3.

- 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.
- c) Explain Electronic payment procedure.

(6+9+3)

4.

- a) What factors in e-Commerce have influenced inventory control methods?
- b) What is Technological Convergence? What factors brought it to emerge? Discuss the architecture of Electronic Data Interchange briefly.
- c) Explain the term "Web Hosting".

(4+[4+6]+4)

5.

- a) What security problems must be addressed in site development? Which is MOST important/difficult? Defend your choice.
- b) Briefly identify and describe the roles of the three components of the three tier architecture.
- c) What are the components of a system for a B2C retailer?

(5+5+8)

6.

- a) Internetworking is changing business in e-Business. What are the main effects being seen in business?
- b) How can electronic commerce help to reduce inventory costs? Give an example.
- c) How can electronic commerce help to reduce the production cycle time? What industries can greatly benefit from this?

(6+6+6)

7. Write short notes on the following:

- a) RSA Algorithm and its application in e-Commerce.
- b) CRM
- c) Security Concerns in e-Business.

(6+6+6)