

**Advanced Diploma in Information Technology (ADIT) /
Bachelor in Information Technology (BIT)**

Term-End Examination

December, 2006

CST-304 : E-COMMERCE

Time : 3 Hours

Maximum Marks : 75

Note : *There are two sections in this paper. Section A is **compulsory**. Answer any **three** questions from Section B.*

SECTION A

1. State whether the following statements are *true* or *false* :
 - (i) B2B stands for buyer to business.
 - (ii) Google.com is a search engine.
 - (iii) Amazon.com is an example of B2C.
 - (iv) Encryption is used to ensure data confidentiality.
 - (v) Digital Certificate cannot be used as an identification document.
2. Expand and explain the following :
 - (i) HTTP
 - (ii) ESD
 - (iii) CSS
 - (iv) EFT
 - (v) ERP
3.
 - (a) What is virtual market ? Explain the advantages of virtual market.
 - (b) What is e-commerce ? Explain four areas of application of e-commerce, in detail.

SECTION B

*Answer any **three** questions from this section.*

4. (a) What is online banking ? How is it different from home banking ?
(b) Explain basic hardware and software requirements for online banking. Also explain the various security based implications.
5. (a) What is SET ? Explain the need of SET in e-commerce.
(b) Explain C2C with the help of an example.
(c) Explain two advantages of online trading.
6. (a) Explain five management issues in online shopping.
(b) Explain the term 'electronic marketplace' with an example.
7. (a) Explain how e-commerce can be implemented using Life Cycle approach. Describe the complete process with the help of a suitable example.
(b) What is online publishing ? Explain two advantages of online publishing.