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

Term-End Examination

December, 2007

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 true/false for the following statements : 5

    (i)   E-Commerce is more suitable for non-standard goods, perishable goods and extremely high-value goods.

    (ii) LGegbuy.com is the example website for B2C type of E-Commerce.

    (iii) Full form for C2C E-Commerce is Commerce to Customer.

    (iv) Priceline.com is the example website for C2B type of E-commerce.

    (v)   The SET Protocol is specifically designed to support secure credit card transactions over the Internet.

2. Expand and explain the following : 10

    (i)   SSL

    (ii) SGML

    (iii) VPN

    (iv) SCM

    (v)   B2B E-Commerce

3. What is on-line publishing ? Explain the components of on-line publishing. 15

SECTION B

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

4.   (i)   Discuss the features of any C2C E-Commerce system.   7

    (ii)   Explain the security measures to be considered for any B2B E-Commerce system.   8

5.   Discuss the steps in the process-oriented commerce development approach with reference to any web enabled E-Commerce system.   15

6.   Explain the following web-enabled services with respect to the time saving, efforts of the user, convenience and quality factors :   15

    (i)   Banking

    (ii)   Stock trading

    (iii)   Education

7.   Explain the role and support of E-Commerce in the following applications :   15

    (i)   Real estate business

    (ii)   Insurance sector

    (iii)   Jobs and employment sites

    (iv)   Entertainment sites

    (v)   Travel