

**E-Services
(IT-404, Dec-2007)**

Note: Section A is compulsory. Attempt any four questions from Section-B and any two from Section-C.

Section-A

1. a) What are principles of accounting role of an accountant in an organization?
- b) What are the implications of E-Financial transaction?
- c) List the advantages of electronics checks.
- d) What are the two steps involved in purchasing E-cash from on-line currency server?
- e) What is risk management?
- f) What are the factors that influence buying process of consumer?
- g) What do you understand by digital signature?
- h) Define SSL.
- i) How is advertisement given using E-services?
- j) What is portfolio with regards to mutual funds?

Section-B

2. Discuss the Robertson model.
3. Discuss the relationship of E-advertising with traditional marketing.
4. Explain in detail the implementation of various encryption schemes.
5. Write a short note on E-banking.
6. Explain in detail accounting cycles with a suitable example.

Section-C

7. Explain in detail various electronic payment systems.
8. Discuss in detail issues related to E-marketing.
9. Write short notes on:
 - (a) Trading on Internet
 - (b) Budgeting with respect to E-services