BE3-R3: E-BUSINESS

NOTE:

> 1. **Answer question 1 and any FOUR questions from 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) Describe some of the key features of e-commerce technology.
b) What do you understand by Applets? How are they different from Servlets?
c) What do you understand by auction aggregator and how does it work?
d) Describe the features and functionality of electronic billing presentment and payment system.
e) What kinds of products are most suited to be advertised online?
f) Explain any two main functionalities of network firewall.
g) What do you understand by Business Intelligence system? Explain.

(7x4)

2.
a) Describe the major types of auctions, their benefits, costs and the way they operate?
b) Explain E-tender as a system of E-Procurement. What are its merits over traditional tender system?

(10+8)

3.
a) What are the advantages of digital checking payment systems over traditional checking accounts? Name and give details of one major digital checking system.
b) Discuss the functional features of digital wallets. What are their major advantages?

(10+8)

4.
a) Identify and describe the main technologies that support online marketing.
b) How is online survey-taking and analysis different from the traditional process of mailing surveys?

(10+8)

5.
a) Identify the key security threats in the e-commerce environment.
b) Describe the key dimensions of e-commerce security.

(10+8)

6.
a) Describe, how various forms of encryption technology help protect the security of messages.
b) What do you understand by data-mining? Explain an E-commerce application that uses data-mining?

(10+8)

7.

a) While launching a new E-commerce venture, what decisions need be taken consciously and explicitly to be legally compliant?

b) Describe the basic marketing concepts needed to understand internet marketing.

(10+8)