

BE3-R3: E-BUSINESS

NOTE:

1. Answer question 1 and any FOUR questions from 2 to 6.
2. Parts of the same question should be answered together and in the same sequence.

Time: 3 Hours

Total Marks: 100

1.
 - a) What do you understand by business model? How does it differ from business plan?
 - b) What are the key success factors for **B2B** hubs? How are they different from portals?
 - c) Compare and contrast smart cards with traditional credit cards.
 - d) Explain the important functions of a digital wallet. What major advantages are offered by digital wallet?
 - e) Differentiate between single-tier and multi-tier site architecture.
 - f) What do you understand by CGI?
 - g) What do you understand by Web Transaction Log? Make a list of its typical elements.
(7x4)

2.
 - a) Briefly describe five primary revenue models that are used by e-commerce firms.
 - b) What is PGP Protocol? Which algorithm is used by it to transmit encryption key.
(12+6)

3.
 - a) Discuss as to why Electronic Billing Presentment and Payment (EBPP) system is becoming increasingly popular both in B2B and B2C sectors.
 - b) Explain different types of data mining and their application in E-Commerce solutions.
(12+6)

4. Describe the difference between public key encryption and private key encryption. List advantages and disadvantages of each encryption method.
(18)

5.
 - a) What do you understand by Firewalls? What are its characteristics?
 - b) Discuss the specific benefits that are offered by E-Auctions to consumers, merchants and the society as a whole.
(12+6)

6.
 - a) What do you understand by Net market places? Explain main characteristics of a Net market place.
 - b) What is MIME Protocol? Where it has significance?
(12+6)