

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) What do you understand by e-Business Model?
- b) Describe the following terms as specified in Indian IT Act 2000:
 - i) Electronic Record
 - ii) Asymmetric crypto system
 - iii) Certifying Authority
 - iv) Intermediary
- c) What do you understand by e-Auction? Differentiate between Forward-Auction and Reverse Auction?
- d) What is e-CRM? How does a business implement an e-CRM system?
- e) Briefly explain the SSL method.
- f) How can an enterprise protect its network against I.P. Spoofing?
- g) List and explain the purpose and types of smart cards.

(7x4)

2.

- a) Describe how an organization can use e-business platform for competitive advantage.
- b) Describe the major business models being used in the B2C e-commerce arena.

(8+10)

3.

- a) What is CGI? Explain the functioning of CGI in detail.
- b) Discuss the relevance of using Component based architecture for e-business.

(8+10)

4.

- a) What is e-Tendering? What are business benefits of using e-Tendering systems?
- b) What is e-Procurement Solution? Discuss Key components of an e-Procurement Solution.

(9+9)

5.

- a) What is e-Marketplace? List the various components of e-Marketplace.
- b) Describe electronic catalogues, shopping carts and search engines.
- c) What are the various Data Mining techniques and how they can be utilized for implementing effective e-CRM?

(6+6+6)

6.

- a) Explain the concept of Packet Filtering Firewall and its advantages and disadvantages.
- b) Explain the working of Digital Signatures technology.
- c) Explain briefly the concept of Electronic Wallet.

(6+8+4)

7.

- a) Describe the e-Check system and its resemblance of EFT and electronic credit card.

- b) Discuss how Web Advertising has all of the functions and returns benefits more than of traditional advertising.

(8+10)