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) Explain briefly the advantages and the disadvantages of E-Business.
b) How proxy server is used in the network?
c) Explain the SET Protocol for implementing credit card payment over the Internet.
d) List out the key characteristics of e-money.
e) Explain E-Auctions.
f) Explain the benefits of an Internet firewall.
g) Explain the public and private keys.

(7x4)

2. What is a business model? Describe the working of business-to-consumer (B2C) model in brief. Compare B2B and B2C e-commerce.

(18)

3. What do you understand by RSA? How digital signature technology works? How does it differ from digital certificate?

(18)

4.
a) What is the Common Gateway Interface? Describe the working of Client server architecture.
b) How does a peer-to-peer network differ from Client/Server network?

(12+6)

5.
a) Explain the reasons for the growing importance of web-based advertising.
b) Describe the advantages of online marketing.

(9+9)

6.
a) Explain the Secure Socket Layer (SSL) Protocol. Describe the components of a firewall.
b) What are the design and implementation issues that should be addressed by a firewall design?

(12+6)

7. Explain **any two** of the following:
i) Data mining models
ii) Smart card
iii) IT Act of India

(9+9)