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-commerce? How does it differ from E-business?
b) What is meant by Credit Card Laundering? Explain.
c) What is unique about the E-wallet? How does it differ from real money?
d) What is meant by Spam? How does it differ from viral marketing?
e) Explain various types of Net market places.
f) What do you understand by SET? Explain the important goals, which SET is meant to achieve.
g) Describe the major feature of the online service sector.

(7x4)

2.

a) Explain briefly the limitations of transacting the business online.
b) Explain, how companies can migrate from traditional to Internet based EDI.
c) Describe the implications of the web for managing a small e-business especially for small and medium entrepreneurs.

(6+6+6)

3.

a) What are the characteristics of B2B e-commerce?
b) Describe various architectural models of B2B e-commerce.
c) Describe the features and functionality of the major types of digital payments systems in B2B Arena.

(6+6+6)

4.

a) Compare the contrast Cash Check and Credit Card using ICES test that addresses money transfer properties?
b) Describe major legal issues related to e-commerce promoting. Explain, how IT Act helps in e-commerce.

(10+8)

5.

a) What do you understand by Digital Certificates? Discuss various classes of these certificates.
b) Describe various data encryption standards.

(8+10)

6.

a) What is Client/Server Architecture? How does two-tier architecture differ from three-tier architecture? Explain the limitations of two-tier architecture.
b) Describe various protocols underlying Internet based Client/Server applications.

(12+6)

7.

a) Explain, how online market research is conducted.

b) Explain briefly Pretty Good Privacy Protocol (PGP).
c) Write short notes on Secure Socket Layer (SSL).

(6+6+6)