

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 is e-commerce? How does it differ from e-business?
 - b) What are call services in a call centre?
 - c) Compare and contrast the two major types of online service industries. What are the two major features that differentiate services from other industries?
 - d) Discuss in brief the use of RSA in digital signature process.
 - e) Define IPsec protocol. Explain, how it can be used in the construction of Virtual Private Networks.
 - f) Explain the SET protocol and its use in securing credit card transactions.
 - g) What is the purpose of IT Act 2000? List various provisions specified in IT Act 2000 which creates an encouraging environment for promoting E-Commerce in the country.
(7x4)

2.
 - a) What is a business model? What are the key components of an effective business model?
 - b) Describe the five primary revenue models used by e-commerce firms. Give an example of each type of model.
(6+12)

3.
 - a) What are the technological innovation that made client/server computing possible? What impact has client/server computing had on the Internet?
 - b) What is e-procurement? Define three types of e-Procurement solutions available presently: supplier-centric, buyer-centric and trusted third-party solutions.
(8+10)

4.
 - a) Explain how an organization can improve its processes by implementing Partner Relationship Management.
 - b) What is Data Mining? List various data mining models. Explain, how these models can be used in E-Customer Relationship Management. Support your answer by providing an example for each model.
(8+10)

5.
 - a) What are the various techniques used by firewalls to control access and enforce a security policy as related to e-transactions?
 - b) What are the principal payment systems for e-commerce?
(10+8)

6.
 - a) What is e-marketing and how is it better than traditional marketing?
 - b) What are the factors that you should consider while advertising on net? Explain various methods used in web-advertising? Give an example for each of them.
(8+10)

- 7.

- a) Explain how public key cryptography works?
- b) Write short notes on:
 - i) Secure Sockets Layer
 - ii) Digital Signature

(8+[5+5])