M. C. A.

(SEM. II) EXAMINATION, 2006-07

FUNDAMENTAL OF E-COMMERCE

Time : 3 Hours] [Total Marks : 100

Note : (1) Attempt all questions.
(2) All questions carry equal marks

1 Attempt any four parts of the following : 5x4=20

(a) Why is e-commerce important in present persuit of business? How does it function?

(b) Describe different types of e-business and explain various environmental elements of a business firm.

(c) What are the market forces behind I-way? Describe different components of I-way.

(d) Differentiate between narrowband and broadband networks. Describe the use of broadband networks in e-commerce.

(e) Explain B to B and B to C, E-commerce with suitable examples.

(f) What are the differences among Intranet, Internet and Extranet?

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2 Attempt any **four** parts of the following : \[5 \times 4 = 20\]
   (a) What do you mean by WAP? Explain WAP architecture with diagram.
   (b) What do you understand by Mobile Information Devices (MID)? Write minimal characteristics of MIDs.
   (c) Explain different types of firewalls with example and also write some limitations of firewall.
   (d) What do you mean by Mobile computing? Explain how mobile computing can be used to improve business.
   (e) What do you mean by public key Encryption? Write RSA algorithm for public key encryption.
   (f) Explain SSL (Secure Socket Layer) in brief.

3 Attempt any **two** parts of the following : \[10 \times 2 = 20\]
   (a) Client-Server model is the backbone to the E-commerce applications. Are there any security threats to it? If any, discuss.
   (b) Discuss how the electronic commerce framework is being built on World Wide Web (WWW) architecture.
   (c) Write short notes on :
      (i) Virtual Private Networks (VPN)
      (ii) Secure Electronic Payment Protocol (SEPP)

4 Attempt any **two** parts of the following : \[10 \times 2 = 20\]
   (a) Define electronic payment system. Discuss various activities which take place in the digital token-based electronic payment system.

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(b) What are the salient features of smart card? What is money smart? Differentiate between smart card and credit card.

(c) Discuss, in detail, the major risk incurred due to the electronic payment system with suitable example.

5 Attempt any two parts of the following: 10 × 2 = 20

(a) What do you mean by Electronic Data Interchange (EDI)? What are the main elements of EDI?

(b) What do you mean by Supply Chain Management? How is the supply chain management related to E-commerce?

(c) What do you mean by Customer Relationship Management? How can organizations achieve CRM?