

Name : .....

Roll No. : .....

Invigilator's Signature : .....

**CS/MCA/SEM-5/MCA-E-504B/2009-10**

**2009**

**E-COMMERCE**

Time Allotted : 3 Hours

Full Marks : 70

*The figures in the margin indicate full marks.*

*Candidates are required to give their answers in their own words  
as far as practicable.*

**GROUP - A**

**( Multiple Choice Type Questions )**

1. Choose the correct alternatives for the following :

10 × 1 = 10

i) In the ..... revenue model, a Website that offers users content or services charges a fee for access to some or all of its offerings.

- a) advertising                      b) subscription  
c) affiliate                          d) transaction fee.

ii) Which of the following is not a primary activity in a firm value chain ?

- a) Inbound logistics  
b) Operations  
c) Finance/accounting  
d) Sales and marketing.

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- iii) ..... is the organization that sets HTML and other programming standards.
- a) The Internet Engineering Steering Group ( IESG )
  - b) The World Wide Web Consortium ( W3C )
  - c) The Internet Engineering Task Force ( IETF )
  - d) The Internet Society ( ISOC ).
- iv) ..... refers to the ability to ensure that e-commerce participants to do not deny their only actions.
- a) Non-repudiation                      b) Authentication
  - c) Confidentiality                      d) Integrity.
- v) A ..... is a software application that acts as a filter between a company's private network and the Internet.
- a) firewall                                      b) virtual private network
  - c) proxy server                              d) PPTP.
- vi) Microsoft's Passport is an example of
- a) a client-based digital wallet
  - b) a server-based digital wallet
  - c) a digital credit card
  - d) a smart card.
- vii) Web services are sometimes called
- a) applicatiön services
  - b) schema to describe the data
  - c) object access protocol
  - d) organization to communicate data.
- viii) Wi-Fi networks are
- a) Unprotected
  - b) 60-70% are wide open
  - c) passward protected
  - d) Easy to intercept.

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- ix) Ethical hackers are everywhere for
  - a) Industrial espionage
  - b) Turning computers into zombies
  - c) Help break into networks to prevent crimes
  - d) Deleting data for fun.
- x) Credit card payment is under
  - a) B2B e-commerce
  - b) C2C e-commerce
  - c) B2C e-commerce
  - d) None of these.

**GROUP - B**

**( Short Answer Type Questions )**

Answer any *three* of the following.  $3 \times 5 = 15$

- 2. a) What is a SET protocol ?
- b) Describe the steps required to purchase an item using SET protocol.  $2 + 3$
- 3. a) Define cyber rules. Why are cyber laws required ? List some of the important cyber rules governing the e-commerce.  $5$
- b) Write a brief note on legal issues regarding trade mark and domain name.  $3 + 2$
- 4. Discuss the Financial EDI standards.
- 5. List the general characteristics of software agents.
- 6. What is digital signature ? How do it work ?  $2 + 3$

**GROUP - C**

**( Long Answer Type Questions )**

Answer any *three* of the following.  $3 \times 15 = 45$

- 7. Define and describe the transaction broker business model and discuss the eight components of the business model for this type of B2 firm.  $2 + 6 + 7$
- 8. What are the three main broad impacts the Internet has had on marketing ? What are Web transaction logs and how do they work in combination with registration forms, shopping cart databases, cookies and Web bugs to help firms understand how customers behave online ?  $3 + 3 + 9$

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9. What is intellectual property ? What is the purpose of copyright law and what are its basic tenets and protections ? Define and explain the supply chain, supply chain management systems, supply chain simplification and collaborative commerce. 2 + 2 + 3 + 8
10. a) What is Supply chain management ? Discuss Porter's value chain model.
- b) Discuss role of e-commerce in value chain. 8 + 7
11. a) What are the typical contents of Digital certificate ? What are the common causes for revoking a Digital certificate ?
- b) Define blinding factor. Explain its working process and highlight its significance. 7 + 8
12. Write short notes on any *five* of the following : 5 × 3
- a) Web server
  - b) e-auction
  - c) VPN
  - d) e-money
  - e) File transfer protocol
  - f) Encryption and Decryption
  - g) Firewalls.
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