

**(IT 424 (E))**

**IV/IV B.Tech. DEGREE EXAMINATION,  
OCTOBER/NOVEMBER 2007.**

**Second Semester  
Information Technology  
E-COMMERCE**

**Time : Three hours                      Maximum : 70 marks**

**Answer Question No. 1 compulsorily.**  
**(1 × 14 = 14)**

**Answer ONE question from each Unit.**  
**(4 × 14 = 56)**

**All questions carry equal marks.**

1. (a) What is Electronic Commerce?
- (b) How to classify Electronic Commerce?
- (c) How does Electronic Commerce differ from traditional commerce?
- (d) What is a business model?
- (e) Name the topologies in the context of Local area network.

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- (f) What are the various transmission media?
- (g) Explain WWW.
- (h) Describe the importance of a protocol.
- (i) What is the use of a Fire wall?
- (j) What is an e cash?
- (k) What is full text search engine?
- (l) Explain about private key.
- (m) Explain about Intelligent agents.
- (n) Explain the advantage of UDP.

UNIT I

- 2. (a) What is likely impact of electronic commerce on economic structures like the industry, consumers and society?
- (b) What is supplier-centric B2B electronic commerce?

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(c) Explain the taxonomy of internet commerce business models.

(d) What are the basic architectural elements of electronic commerce?

## UNIT II

3. (a) Why do customers like web-based purchase? What cultural and social factors would affect Indian web based purchases?

(b) Explain about EDI.

Or

(c) Explain about TCP/IP reference model.

(d) What is an IP address? Describe the classes of IP addresses and reasons for dividing it in classes.

## UNIT III

4. (a) Explain technologies for web servers.

(b) Describe salient features of Hyper text transfer protocol.

Or

(c) Explain technologies for advertising on Internet.

(d) Write about Electronic Publishing Issues.

UNIT IV

5. (a) Explain about digital signatures.  
(b) Explain about the secure electronic transaction (SET) protocol.

Or

- (c) Explain ITU-t model in message handling.  
(d) What is the current and prospective size of the electronic market?

UNIT III

- (a) Explain technology for web servers.  
(b) Explain the features of Hyper text transfer protocol.  
(c) Explain technology for advertising on internet.  
(d) Write about Electronic Publishing issues.

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