

Code : 302504

B.B.A. 5th Semester Examination, 2016

E-Commerce

Time : 3 hours

Full Marks : 60

Instructions :

- (i) There are seven questions in this paper. All questions carry equal marks.
 (ii) Attempt 5 questions in all.
 (iii) Question nos. 1 and 2 are compulsory.

1. (Answer any six question) 6×2=12
- (a) Define E-Commerce? 2
- (b) Expand EDI, XML, TCP/IP, and ISP? 2
- (c) What is a Firewall? 2
- (d) Secret-key encryption is also known as 2
- (A) Asymmetric encryption
 (B) Symmetric encryption
 (C) Secret-encryption
 (D) Private encryption
- (e) The concept of electronic cash is to execute payment by 2
- (A) Credit Card
 (B) ATM Card
 (C) Using computers over network
 (D) Cheque

- (f) Define intelligent agents? 2
- (g) What is Data Mining? 2
- (h) What is direct Marketing? 2
- (i) SMTP is a 2
- (A) Networking Protocol
 (B) Protocol used for transferring message between end user & Mail Server
 (C) Protocol used for smart card message interchange
 (D) Encryption Standard
- (j) Amazon.com comes under the following model 2
- (A) B2B
 (B) B2C
 (C) C2C
 (D) C2B

2. Short answer type questions (answer any three) 3×4=12
- (a) Discuss the process of Data Mining. 4
- (b) Explain the application of E-Commerce in Home Banking and Home Shopping. 4
- (c) What do you understand the term E-Cash? 4
- (d) Differentiate between Horizontal and Vertical Organization. 4
- (e) What are the concerns for growth of e-commerce in India? 4

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Long answer type (answer any three):

12×3=36

3. Discuss the topology Electronic Data Interchange (EDI) Network. 12

✓4. What do you understand by Electronic Fund Transfer? How do you achieve work flow automation in e-Business environment? 12

✓5. Explain basic principles and structure model of supply chain management under E-commerce environment. Also discuss the solution of supply chain management under E-commerce environment. 12

✓6. Discuss the different layers of TCP/IP protocol stack function briefly. Also discuss the difference between Intranet and Extranet. 12

7. Discuss Utility Computing and Application service providers. 12

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