

BE3-R4: E-BUSINESS

NOTE:

1. Answer question 1 and any FOUR from questions 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) "E-Commerce is about developing Web Pages." Do you agree with the statement? Justify your answer.
 - b) What is URL? Why do we need it?
 - c) Explain the concept of payment gateways and how they function?
 - d) Explain the online business models of Flipkart and OLX? Are these business models same or different? Give justification for your answer.
 - e) Differentiate between various types of E-Auctions with examples.
 - f) Explain the use of SSL to secure the network.
 - g) Explain Domain Name Disputes with an example.

(7x4)

2.
 - a) List and explain the functions of various components of the architecture of Web-based E-Commerce system.
 - b) List and discuss most important features that E-retailing website must have to run online business smoothly.

(9+9)

3.
 - a) What is the significance of Firewall in ensuring security of transactions? Further differentiate between application level and circuit level firewall with examples.
 - b) What is an Internet cookie? How do cookies make personalized Web page possible?

(10+8)

4.
 - a) Explain Encryption Laws in E-Commerce.
 - b) Explain Life Cycle of planning an On-line Business.

(9+9)

5.
 - a) Explain various steps involved in the digital signature generation process in detail.
 - b) What is virtual organization? What are the benefits and limitations of virtual organizations?

(9+9)

6.
 - a) List and explain various steps involved in the basic operation of E-Cash system while making online purchase.
 - b) What are the most common threats faced by organization related to E-Commerce security? What security controls can be implemented by organizations to deal with these threats.

(6+12)

7. Explain the following concepts:
 - a) Intellectual Property issues in online business environment.
 - b) Brick and Mortar Model
 - c) Online Travel Sector

(6+6+6)