

**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) What is the difference between business-to-business and business-to-consumer electronic commerce?
  - b) What are the advantages of electronic commerce over traditional commerce?
  - c) Why is the risk of introducing a new product online lower than it is for a business with a physical store?
  - d) What is the main task of a Web server?
  - e) How does the Open Market product facilitate transaction processing?
  - f) What are the usability-related goals of an e-commerce site?
  - g) What are the components of an Electronic Data Interchange (EDI) message?

**(7x4)**
  
2.
  - a) What are two expensive startup requirements for an online catalog? In e-commerce, what is a shopping cart?
  - b) State the liabilities of an ISP.
  - c) Briefly describe the concept of direct marketing.

**(5+6+7)**
  
3.
  - a) In what way could a hacker intercept credit card information used in an online transaction?
  - b) Explain the Limitations of e-commerce to Consumers.
  - c) What are the various forces fueling e-commerce?

**(5+8+5)**
  
4.
  - a) How can you get the most accurate benchmarks for your Web server? What five essential purposes does security serve in electronic commerce?
  - b) What is non-repudiation? How can it be achieved in designing e-cash based system? Give a suitable algorithm.

**(6+12)**
  
5.
  - a) What is digital certificate? What are some shortcomings of the certificate system?
  - b) What is Public Key Cryptography? What are its advantages and disadvantages?
  - c) Explain briefly the generic framework for e-commerce.

**(7+7+4)**
  
6.
  - a) What factors in e-commerce have influenced inventory control methods?
  - b) Define EDI. Explain the layered architecture of EDI.
  - c) Explain the role of World Wide Web in the field of e-commerce.

**(4+10+4)**
  
7.
  - a) Briefly describe the E-Commerce technology options.
  - b) What are the components of a system for a B2C retailer?

**(10+8)**