



Printed Pages : 5

10-701

(Following Paper ID and Roll No. to be filled in your Answer Book)

PAPER ID : 1304

Roll No.

**B. Tech.**

**(SEM, VII) EXAMINATION, 2007-08**

**E-COMMERCE**

Time : 3 Hours]

[Total Marks : 100

Note :  Attempt all questions.

1. Attempt any two parts of the following :  $10 \times 2 = 20$
- (a) What is E-Commerce ? How it is different than the conventional Commerce ?
  - (b) What do you understand by consumer to business electronic commerce ? Use suitable example to explain it.
  - (c) Write notes on the following :
    - (i) Broadband Telecommunication
    - (ii) I-way.
2. Attempt any two parts of the following :  $10 \times 2 = 20$
- (a) What do you understand by Wap technology ? What are its limitation ? Explain using suitable examples.
  - (b) Explain the role of firewalls in network access security.
  - (c) Explain the emerging security threats of client-server technology.

3. Attempt any two parts of the following :  $10 \times 2 = 20$

- (a) What do you understand by data encryption ? Describe some techniques of encrypting and decrypting of messages.
- (b) What is Virtual Private Network (VPN) system ? How it helps in restricting the entry of an outsider in the network ?
- (c) What is the role of a Web master ? Explain how a web master can protect his website from the hackers.

4. Attempt any two parts of the following:  $10 \times 2 = 20$

- (a) What do you understand by Electronic Cash (e-cash) ? How you can purchase E-Cash from currency servers? Briefly describe the legal issues of electronic cash system.
- (b) Design a model of electronic payment system using following features:
  - (i) Privacy
  - (ii) Security
  - (iii) Database Integration
  - (iv) Pricing
  - (v) Intuitive Interfaces.
- (c) Describe the concept of online banking. Describe the various types of transactions can be done through it. What are its limitations ?

5. Attempt any two parts of the following :  $10 \times 2 = 20$

- (a) What do you understand by EDI ? Describe legal, security and privacy issues of EDI system. Use suitable examples to explain.

- (b) Describe supply chain management (SCM) in reference to :
- (i) Integrated logistics and distribution
  - (ii) Integrated marketing and logistics
  - (iii) Efficient customer response
  - (iv) Agile manufacturing
- (c) Write a note on customer relationship management. Use suitable example to explain it.
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