



Name : .....  
Roll No. : .....  
Invigilator's Signature : .....

**CS/MCA/SEM-5/MCAE-504B/2012-13**

**2012**  
**E-COMMERCE**

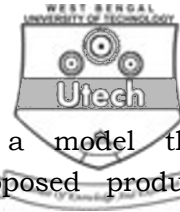
*Time Allotted : 3 Hours*

*Full Marks : 70*

*The figures in the margin indicate full marks.*  
*Candidates are required to give their answers in their own words*  
*as far as practicable.*

**GROUP - A**  
**( Multiple Choice Type Questions )**

1. Choose the correct alternatives of the following :  $10 \times 1 = 10$ 
  - i) Which of the following describes e-commerce ?
    - a) Buying products from each other
    - b) Buying services from each other
    - c) Selling services from each other
    - d) All of these.
  - ii) Which segment do eBay, Amazon.com, and LandsEnd.com belong ?
    - a) B2Bs
    - b) B2Cs
    - c) C2Bs
    - d) C2Cs.
  - iii) What is the second step in the SDLC ?
    - a) Analysis
    - b) Design
    - c) Testing
    - d) Planning.



- iv) What is the process of building a model that demonstrates the features of a proposed product, service, or system ?
  - a) Prototyping
  - b) Prototype
  - c) proof-of-concept prototype
  - d) Selling prototype.
  
- v) What are the principles and standards that guide our behavior toward other people ?
  - a) Ethics
  - b) Intellectual property
  - c) Copyright
  - d) Fair Use Doctrine.
  
- vi) What is intangible creative work that is embodied in physical form ?
  - a) Ethics
  - b) Intellectual property
  - c) Copyright
  - d) Fair Use Doctrine.
  
- vii) \_\_\_\_\_ is connection oriented transport protocol
  - a) TCP
  - b) MAC
  - c) UDP
  - d) SMPT
  
- viii) \_\_\_\_\_ connects a local computer with a remote computer.
  - a) SMPT
  - b) Telnet
  - c) VPN
  - d) None of these.
  
- ix) The protocol for transmitting private information over the Web is
  - a) SSL
  - b) SET
  - c) HTTP
  - d) FTP.



- x) In order for a browser to encrypt your personal data it needs a
- a) padlock icon                    b) traceroute  
c) digital certificate              d) package tracker.

**GROUP – B**

**( Short Answer Type Questions )**

Answer any *three* of the following.              3 × 5 = 15

2. How does SSL work on e-payment ?
3. What is Business Process Reengineering ? Write down the steps involve in BPR.
4. Differentiate E-business and Ecommerce.
5. Discuss how online authorization process works.
6. Define static and mobile s/w agents ? Why we need s/w agents ?

**GROUP – C**

**( Long Answer Type Questions )**

Answer any *three* of the following.              3 × 15 = 45

7. a) What do you mean by BPR ?  
b) Explain major ethical issues of ecommerce.  
c) Explain the current scenario of e-Commerce in India.  

5 + 5 + 5
8. a) What is SSL ? What are the main objectives to use SSL for online payment.  
b) Explain online payment procedure in brief. What is eCash ?  

8 + 7

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9. a) What is eSCM ? 3  
b) What are the main activities to be done under supply chain management and how E-business support supply chain management ? 6 + 6
10. a) What is data mining ? How data mining and data warehousing are related to ERP ? 8  
b) What is eCRM ? Explain different types of CRM in details. 7
11. Write short notes on any *three*  $3 \times 5 = 15$
- i) digital signature
  - ii) Zen cart
  - iii) OSI model
  - iv) Payment Gateway
  - v) 12A.
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