

Con. 6876-11.

(REVISED COURSE)

MP-5599

(3 Hours)

[Total Marks : 100

N.B. : (1) Question No. 1 is **compulsory**.

(2) Attempt any **four** questions out of remaining **six** questions.

(3) **All** questions carry **equal** marks.

(4) Assume **suitable** data, if **necessary**.

1. (a) Explain any two types of Business Models used in E-Business. 10
(b) Explain various session tracking techniques with suitable examples. 10
2. (a) Explain SET protocol in detail. 10
(b) Define market segmentation. Explain any three marketing strategies in detail. 10
3. (a) Explain the concept of Web Mashup in detail. 10
(b) What are the success factors for implementation of E-business strategies. 10
4. (a) Discuss various strategies for Web Auction. 10
(b) Explain the important factors to be considered in server side programming. 10
5. (a) Explain the concept of Enterprise Application Integration (EAI). 10
(b) Write detailed note on 'Ecases'. 10
6. (a) Explain various E-commerce strategies for Virtual Communities. 10
(b) Explain in detail the concept of Mobile Agent. 10
7. Write short note (any **two**) :- 20
 - (a) SOA
 - (b) XML
 - (c) Cloud Computing
 - (d) Web 2.0.