B.E. DEGREE EXAMINATIONS: APRIL/MAY 2012

Sixth Semester

COMPUTER SCIENCE & ENGINEERING

CSE135: E-Commerce

Time: Three Hours   **Maximum Marks: 100**

Answer All Questions:-

PART A (10 x 1 = 10 Marks)

1. The _____ radio is a conventional two-way radio system.

   (a) Mobile Data   (b) Specialized Mobile   (c) Cellular Network   (d) Frequency

2. The Academic and Business Internet can talk to each other through _____.

   (a) Routers   (b) Bridges   (c) Gateways   (d) Switches

3. _____ refers to the recording and retransmission of message packets in the network.

   (a) Packet replay   (b) Packet sniffing   (c) IP spoofing   (d) Masquerade

4. The node from which a link originates and ends are _____ and _____

   (a) anchor, referent   (b) anchor, terminator

   (c) originator, terminator   (d) originator, referent

5. EFT means _____

   (a) Electronic Follow Transfer   (b) Electronic Fluid Transmitter

   (c) Electronic Fund Transport   (d) Electronic Fund Transfer

6. The EDI _____ layer describes the business application that is driving EDI.

   (a) Semantic   (b) Standards   (c) Packing   (d) Physical

7. _____ documents encompass technical documentation, catalogs of product information, and design documents

   (a) Ad hoc   (b) Process-specific   (c) Knowledge-oriented   (d) Model

8. Prior to analysis, data might require _____ because data loaded into the warehouse are from many separate applications and may be encoded differently

   (a) Summarizing   (b) Packaging   (c) Distributing   (d) Translation

9. _____ is the process of reaching the customer using a broadcast or direct mail campaign.

   (a) Marketing   (b) Selling   (c) Advertising   (d) Managing

10. _____ is a combination of entertainment, education, and games

   (a) Educategame   (b) Edutainment   (c) Edutaingame   (d) Edugame

PART B (10 x 2 = 20 Marks)

11. What is meant by E-Commerce? How is it related to Information Superhighway?

12. What are the activities of National Research and Educational Network?

13. What are the advantages of Hardened Firewall Hosts?

14. What is meant by copyrighted data?

15. Differentiate EDI from e-mail.

16. What are the major factors that make the Internet useful for EDI?

17. What is meant by document modeling?

18. Why Garbage Collection is important in Data Warehouses?

19. What is meant by bundling? What are the various bundling strategies?

20. What is a software agent?

PART C (5 x 14 = 70 Marks)

21. a) Explain in detail the Anatomy of E-Commerce Applications.

(OR)

b) Write short notes on:

    (i) Components of I-way   (6)

    (ii) Internet Governance   (8)

22. a) (i) Explain in detail about the Client-Server Network Security.   (10)

    (ii) How does proxy mediation help mitigate security concerns?   (4)

(OR)

b) Explain in detail the Architectural Framework for Electronic Commerce.

23. a) Explain the Digital Token-Based Electronic Payment Systems in detail.

(OR)

b) (i) What are the types of EDI? Explain them.   (4)

    (ii) Explain Value-Added Networks in detail.   (10)

24. a) Explain the Dimensions of Internal Electronic Commerce Systems.

(OR)

b) (i) What are the types of Digital Documents? Explain them.   (10)

    (ii) Write short notes on the types of Data Warehouses.   (4)

25. a) (i) What is meant by Micromarketing? What are its types? (4)

   (ii) Explain about Internet advertising and give some guidelines. (10)

(OR)

   b) (i) What are the challenges in On-Line Education? (4)

   (ii) Explain about the characteristics and properties of Agents. (10)

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