	Register Number: ……………………..

B.E DEGREE EXAMINATIONS: NOV/DEC 2012
Semester: Five
COMPUTER SCIENCE & ENGINEERING
CSE135 : E-COMMERCE

Time: Three Hours	Maximum Marks: 100

Answer all the Questions:-

PART A (10 x 1 = 10 Marks)

1.	E-Commerce is not suitable for		
	a)	Sale/Purchase of expensive jewellery and antiques	b)	Sale/Purchase of mobile phones.
	c)	Sale/Purchase of branded clothes	d)	Online job searching
2.	LAN can		
	a)	Diagnose line failures	b)	Measure and manage traffic flow
	c)	Simplify reconfiguring large LAN	d)	All the above
3.	Mechanism to protect private networks from outside attack is		
	a)	Firewall	b)	Antivirus
	c)	Digital signature	d)	Formatting
4.	E-Commerce application architecture has _____layers		
	a)	seven	b)	six
	c)	four	d)	five
5.	Which is not the property of e-cash?		
	a)	Monetary value	b)	irrecoverable
	c)	security	d)	interoperability
6.	Which is / are not a EDI standard?		
	a)	ANSI X.12	b)	EDIFACT
	c)	ANSI Y.12	d)	a and b
7.	Which is not a challenge in Digital Library?		
	a)	A need for a data model that providers an organization or schema	b)	A strategy for populating that model with data
	c)	A way for users to get useful information out of the digital library	d)	A optimized strategy for Accounting
8.	Primary elements of SCM are		
	a)	Logistics and distribution, Integrated marketing and distribution, Agile manufacturing	b)	Agile manufacturing
	c)	Marketing, logistics	d)	Distribution and agile manufacturing
9.	Billboards is an example of _____ based advertising		
	a)	Push-based	b)	Push-pull based
	c)	Pull-based	d)	Pull-Push based
10.	Which is a emerging educational paradigm?		
	a)	Emphasis on individualism	b)	Stable content
	c)	Passive absorption	d)	Rapidly changing content

PART B (10 x 2 = 20 Marks)

11.	What is a i-way?
12.	What are the limitations of traditional Commerce?
13.	List any four types of electronic payment methods.
14.	Define EFT?
15.	What are the factors that make the internet useful for EDI?

16.	What are the risks involved in E-Payment Systems?			
17.	State the advantages of Digital documents			
18.	State the types of digital documents.			
19.	What is mean by Advertising?			
20.	What are the 'features of software agent?			

PART C (5 x 14 = 70 Marks)

21.	a)	i)	Define e-commerce? What are the benefits of using e-commerce?	7
		ii)	What do you mean by the followed types of e-commerce **i)** B2B (Business to Business) **ii)** B2C (Business to Customer	**7**
			(OR)	
	b)		Discuss in brief the following terms **i)** Telnet **ii)** http (hypertext transfer protocol) **iii)** Remote login	14
22.	a)	i)	Explain briefly how firewalls protect network.	7
		ii)	Explain the use of SSL to secure the network	7
			(OR)	
	b)	i)	Explain network security. What are the types of security features used in client server types of network?	7
		ii)	What is Public Key Cryptography? What are its advantages and disadvantages?	7
23.	a)	i)	What is on electronic payment system? What are its types and advantages?.	7
		ii)	Define EDI. Explain the layered architecture of EDI.	7
			(OR)	
	b)	i)	What are the applications of EDI in business?	7
		ii)	Write a short note on Value added Networks.	7
24.	a)	i)	Write a detailed note on various types of Digital documents.	7
		ii)	Discuss about dimensions of internal electronic commerce systems	7
			(OR)	
	b)	i)	Write short note on Corporate data warehousing	7
		ii)	Explain the issues behind document infrastructure.	7
25.	a)		Discuss in detail about On-Demand education and Digital Copyrights.	14
			(OR)	
	b)	i)	Explain Digital copyrights and Electronic commerce	7
		ii)	Write a note on Software Agents.	7

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