Register Number:.....

M.B.A. DEGREE EXAMINATIONS: JANUARY 2009

Fifth Trimester

P07BA542 E-COMMERCE

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

Answer ALL Questions:-

PART A (1 x 20 = 20 Marks)

1. CASE STUDY

Into networks was founded in 1996 by Ric Fulop, who had already founded and sold two companies. Originally named Arepa, Inc., Into Network's goal was to create a way to deliver high-bandwidth CD-ROM content over the Internet, while eliminating the need to actually download and install the software on a user's PC. Their vision was real-time delivery of "software-on-demand" users would be able to 'click and play' any one of thousands of software titles with no wait for access.

But how could they hope to achieve this goal when it can take up to 18 hours to download a 450 MB CD using 56k modem connection.

The answer rests in part in the broadband distribution networks that were beginning to be developed in the mid – 1990s, cable, DSL, and satellite networks all offered 'fatter pipes' that promised to increase throughout on the Internet. Although a necessary ingredient, the existence of fat broadband pipes was not sufficient in and of itself. Even with a broad band connection and cable modem, it still takes over an hour to download a 450 MB CD ROM. Delays in transmission that result from the packet switching nature of the Internet can also interfere with the seamless delivery of software over the net. There were number of other problems that also needed to be addressed, such as development a payment mechanism for software-on-demand as well as the security concerns of the software creators.

Into network has developed a patent pending system, which it calls briqing, to encode CD-ROM content. This process essentially breaks existing software into small pieces that can be delivered efficiently over broadband network without affecting the underlying source code. Once briqued, a copy of the encoded content is stored on each of Into network's last mile, RAFT (Random access file transfer) content servers located throughout the country at broadband network head ends. This allows Into networks more efficiently stream software in real time. When an end user requests a particular CD-ROM title, the request goes to the local RAFT. Only executable and any other necessary files are delivered at that time. Then,

when the user has additional requirements, the file is delivered. If a user repeats a request, the file is delivered either from the cache on the user's machine or from the cache at the broadband head end. To the user the software appears to be running seamlessly.

Even though Into networks has it technology in place, it faces many challenges before its vision becomes a viable reality. It has linked alliances with most of the major distributors of cable and DSL, broad band services. However, broadband service, though growing still only a very small piece on the overall Internet pie. For instance, as of 2001, number of homes with broadband connection is about 6 million only. It is hard to attract new broadband subscribers unless they can be offered content that is compelling and different, but until broadband achieves a higher penetration rate, it does not make economic sense to create broadband content. Into networks hopes to be a partial solution to that problem by allowing content providers to utilize existing content.

Convincing content providers to sign up is another challenge. The software rental and subscription model is new to the industry. Software subscription prices are very low in order to attract subscribers, and about 20% of revenue goes to local broadband service owner. This does not left much left over for the content providers. So far, only 30 software publishers have signed up with the Into networks and have made approximately 700 titles available to subscribers. Attracting customers and getting them to pay is another issue. Overcoming 'I want it free' mentality is perhaps greatest challenge Into networks faces.

1. Why does Into Networks need RAFT servers for interactive software content?
2. If you were a software content owner, would you sign up for the Into Network solution? Why or Why not?
3. Would you be willing to use Into networks for software services such as Word processing or spreadsheet programs?

PART B (10 x 2 = 20 Marks)

2. What is DNS?
3. Differentiate Electronic Distributor from Electronic Broker.
4. Define E-Malls.
5. What are URLs?
6. What is the use of Digital Certificate in E-Commerce?
7. Expand MIME.

8. Give some examples of Malicious Code
9. Give the properties of E-Cash
10. List the Components of I-Way
11. Define a Virtual Corporation

PART C (4 x 15 = 60 Marks)

12. a. i. Explain the Generic framework for Electronic Commerce (7)

ii. Explain the different elements of electronic commerce applications (8)

(OR)

12. b. Explain the different components of Customer Premises Equipment (CPE).

13. a. 'The Most commonly accepted network protection is a barrier – a firewall' – Justify

(OR)

13. b. Explain the different Client-Server Security Threats and ways to overcome these threats.

14. a. i. Give the timeline of innovations in Electronic Payment Systems (5)

ii. Explain the use of Digital Token-based Electronic Payment systems in E-Commerce? (10)

(OR)

14.b. Explain the concept and applications of Consumer Oriented E-Commerce.

15. a. Write Short Notes on the Following

i. VAN (8)

ii. Internet Based EDI (7)

(OR)

15..b. Write Short notes on the following:-

i. Internal Information Systems (8)

ii. Macro forces and Internal Commerce (7)

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