



**B.E/B.TECH DEGREE EXAMINATIONS: APRIL 2015**

(Regulation 2009)

Eighth Semester

**CSE135: E-COMMERCE**

(Common to CSE & IT)

**Time: Three Hours**

**Maximum Marks: 100**

**Answer all the Questions:-**

**PART - A (10 x 1 = 10 Marks)**

1. E-commerce is similar to \_\_\_\_\_.
  - a) Reengineering
  - b) E-Business
  - c) Supply of product
  - d) E- Document development
2. Which of the following describes e-commerce?
  - a) Buy and sell products only
  - b) Sale of goods
  - c) Doing business online
  - d) All the above
3. Secret key encryption is also known as \_\_\_\_\_.
  - a) Asymmetric encryption
  - b) Symmetric encryption
  - c) Secret-encryption
  - d) Private encryption
4. What is the term used to represent the percentage of customers who visit a Web site and actually buy something called?
  - a) Spam
  - b) Conversion rate
  - c) Affiliate Program
  - d) Click-through
5. The credit card was coined in which of following years?
  - a) 1887
  - b) 1910
  - c) 1964
  - d) 1895
6. In which web site Global Easy buy is facilitated?
  - a) Flipkart.com
  - b) Quikr.com
  - c) Ebay.com
  - d) Yepme.com

7. Digital products are best suited for B2C e-commerce because they:
- a) Can be mass-customized and personalized                      b) Are commodity like products
- c) Can be delivered at the time of purchase                      d) All the above
8. What is the process in which a buyer posts his interest in buying a certain quantity of items, and sellers compete for the business by submitting successively lower bids until there is only one seller left?
- a) B2C Marketing                      b) Reverse action
- c) Commit action                      d) Revoke marketing
9. Advertising should appear only in designed \_\_\_\_\_ .
- a) Graphics rendering                      b) News groups
- c) Document                      d) Multimedia
10. What is the legal protection afforded to an expression of an idea, such as a song, video game, and some types of proprietary documents?
- a) Intellectual property                      b) Digital license
- c) Copyright                      d) All the above

**PART B (10 x 2 = 20 Marks)**

11. List out the elements of e-commerce applications.
12. List out any four major issues involved in defining the I-way.
13. Illustrate how the firewall is providing security for the Internet.
14. Explain the various methods of security in the web framework.
15. Compare old EDI with new EDI method.
16. Expand EDI, XML, TCP/IP and ISP.
17. What is the use of data warehouse in E-commerce system?
18. Define active document.
19. Summarize the uses of on-line education and virtual classrooms.
20. Outline the copyright Act section 106.

**PART C (5 x 14 = 70 Marks)**

21. a) (i) Explain anatomy of E-commerce applications. (7)
- (ii) Discuss NSFNET architecture and its components. (7)

**(OR)**

- b) (i) Explain the components of E-commerce. (7)
- (ii) Outline the structure of European Backbone. (7)

22. a) Explain in detail about Secret Key and Public Key Cryptography.

**(OR)**

- b) (i) Illustrate the client server structure of the web and list out the benefits of hypermedia document. (4)
- (ii) Discuss the various issues of SSL and S-HTTP. (10)

23. a) (i) Why are different payment systems needed for small payment for internet services? Explain one such system's function. (7)
- (ii) Explain the operations of Electronic Cheque with suitable block diagram. (7)

**(OR)**

- b) (i) What do you understand by EDI? Is EDI used in B2C or B2B E-Commerce? Why is EDI important in E-Commerce. (7)
- (ii) What are the two major EDI standards used in E-Commerce? Which is the standard accepted for government transactions in India? (7)

24. a) (i) Outline the novel technologies created by e-commerce system for handling complexity of transactions and high volume of data. (10)
- (ii) Show various elements of active document architectures. (4)

**(OR)**

- b) What is corporate Data warehouse? Summarize its types and advantages in E-commerce.

25. a) (i) List out the various advertising methods on the internet and their benefits by comparing with the other ways of advertising (7)
- (ii) Compare and contrast between various categorized technological components of education on-demand in E-commerce system. (7)

**(OR)**

- b) (i) Explain about the various advantages of Digital copyrights. (7)
- (ii) List out the characteristics and properties of Software Agents. (7)

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