



B.E DEGREE EXAMINATIONS: APRIL/MAY 2016

(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. All e-commerce applications follow the _____ model.
 - a) Communication
 - b) Client-server
 - c) Purchase
 - d) Convergence
2. A key hardware platform for I-way access will be _____.
 - a) Multimedia
 - b) Interactive TV
 - c) Converter boxes
 - d) Direct marketing
3. Hackers can use _____ to impersonate users' information and pose a threat to the server.
 - a) Link software
 - b) Trap action
 - c) FEDI program
 - d) Password trapping
4. The _____ promotes the idea of a seamless information that can be accessed and retrieved in a simple way.
 - a) Online portal
 - b) Hypertext publishing
 - c) EHR strategies
 - d) Loyalty programs
5. In which web site Global Easy buy is facilitated?
 - a) Flipkart.com
 - b) Yepme.com
 - c) Ebay.com
 - d) Lenskart.com
6. The solution for all business needs is _____.
 - a) SCM
 - b) EDI
 - c) ERP
 - d) VAN
7. Which is not a function of E-commerce?
 - a) Payment
 - b) VAT
 - c) Marketing
 - d) Warehousing

8. What is C representing in CIA of smart cards?
 - a) Confident
 - b) Cryptography
 - c) Conference
 - d) Compression
9. What is the legal protection afforded to expression of an idea, such as a video, games, and some types of company documents?
 - a) Fair use doctrine
 - b) Copyright
 - c) Ethics
 - d) Intellectual property
10. Advertising should appear only in designed _____
 - a) Web sites
 - b) Social media
 - c) News groups
 - d) Public portal

PART B (10 x 2 = 20 Marks)

11. Justify the need for e-commerce.
12. Illustrate the components of the I-way.
13. Why is security important in e-commerce?
14. What is packet screening? Which hardware device performs packet screening?
15. Differentiate between Master card and Visa card.
16. Define EDI.
17. Define active document.
18. What is the need for data warehouse in e-commerce applications?
19. Summarize the use of virtual classrooms.
20. What are the advantages of documents getting the digital copyrights?

PART C (5 x 14 = 70 Marks)

21. a) Explain in details the anatomy of E-commerce applications.

(OR)

 b) Write short notes on:
 - i) Components of I-way (7)
 - ii) Multimedia content for e-commerce (7)
22. a) i) Explain in detail about the Client-Server network security. (10)
 ii) Define Kerberos protocol. (4)

(OR)

 b) (i) Illustrate the various e-commerce application services and explain about them. (7)
 (ii) Explain about e-mail and how it is used in e – commerce. (7)

23. a) What types of payment systems are followed in e-commerce? Why are different types of payment systems required? Explain the characteristics of each type of payment system and give an example of each application.

(OR)

- b) i) Define EDI and mention its standards. (4)
ii) How does the VAN exchange EDI message? Explain in detail? (10)

24. a) Explain about the dimensions of internal e-commerce systems.

(OR)

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

25. a) Explain the various benefits invoked by the seller on choosing internet advertising method for his products.

(OR)

- b) i) Compare and Contrast various categorized technological components of education on-demand in E-commerce system. (7)
ii) Explain about the characteristics and properties of Software Agents. (7)
