



Printed Pages : 3

TIT501

(Following Paper ID and Roll No. to be filled in your Answer Book)

PAPER ID : 1307

Roll No.

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B.Tech

(SEM V) ODD SEMESTER THEORY EXAMINATION 2009-10
E-COMMERCE

Time : 3 Hours]

[Total Marks : 100

Note : Attempt all questions.

1 Attempt any two parts of the following : $10 \times 2 = 20$

(a) Give the timeline history of E-commerce development. What are inter-organizational and intra-organization E-commerce ? Describe the client-server architecture of e-commerce.

(b) Write notes on the following :

- (i) Electronic commerce and Retail industry
- (ii) Marketing and Electronic commerce.

(c) Describe global information distribution network with reference to :

- (i) Long distance networks
- (ii) Satellite networks
- (iii) Broad band telecommunication.

2 Attempt any two parts of the following : $10 \times 2 = 20$

(a) What do you understand by mobile commerce ? Describe the mobile computing application with reference to :

- (i) Remote communication



- (ii) Remote data access
 - (iii) On line transaction processing.
- (b) Describe in brief, the concept of WAP technology. Describe the model of internet-based mobile computing. What is mobile ICP/IP based networking ?
- (c) Write a note on firewalls and network security.

3 Attempt any two parts of the following : $10 \times 2 = 20$

- (a) What do you understand by Virtual Private Network (VPN) ? How it maintains the confidentiality of resources from the existing physical network to a selected group of nodes within the same network ?
- (b) What is the public key encryption system ? How can it be used for providing authentication in e-commerce ? Use suitable examples to explain it.
- (c) What does the web encompass ? Describe the technology behind the web with reference to :
- (i) FTP
 - (ii) TELNET
 - (iii) URL
 - (iv) HTTP
 - (v) Gopher.

4 Attempt any two parts of the following : $10 \times 2 = 20$

- (a) What do you understand by digital token based electronic payment system ? What are smart cards ? Describe the working of smart card readers and smart phones.
- (b) Discuss the credit card based electronic payment system. What are third party processors and online credit card processors ? Describe the risks involved in electronic payment system ?
- (c) Write notes on :
- (i) Home banking
 - (ii) Internet banking.

5 Attempt any two parts of the following : $10 \times 2 = 20$

- (a) Describe EDI applications in business with reference to :
- (i) International trade
 - (ii) Customs
 - (iii) Logistics of transport
 - (iv) Trade point global network.
- (b) Describe impact of the network based e-commerce transactions on the traditional supply chain management.
- (c) What is the role of certification authorities in e-commerce environment ? How can two parties enter a non-repudiable legal contract in electronic commerce environment ?