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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

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- (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 : **10×2=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 : **10×2=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 : **10×2=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 ?