GURU NANAK INSTITUTE OF TECHNOLOGY
An Autonomous Institute under MAKAUT
2020-2021
E-COMMERCE
IT701

TIME ALLOTTED: 3 Hours   **FULL MARKS: 70**

The figures in the margin indicate full marks.
Candidates are required to give their answers in their own words as far as practicable

GROUP – A
(Multiple Choice Type Questions)

Answer any *ten* from the following, choosing the correct alternative of each question: **10×1=10**

			Marks	CO No.

1. i. Most of the Organizations may focus on Improving
    a. Productivity
    b. Customer Service   01   CO1
    c. Supporting their Staff
    d. All of These

  ii. If an employee of a large corporation wishes to apply for a leave, he would normally use
    a. internet
    b. extranet   01   CO3
    c. intranet
    d. Personal social networking account.

  iii. Electronic business if the use of the internet and other networks and information technologies to support which of the following?
    a. Electronic commerce
    b. Enterprise communication and collaboration   01   CO1
    c. Customer service management
    d. All of these.

  iv. Market basket analysis (to determine what products customers purchase together with other products) may be performed efficiently by
    a. database queries
    b. data mining   01   CO3
    c. text mining
    d. formula processing.

  v. What does EFT stand for?
    a. Electronic Finance and Transfer
    b. Electronic Funs Transport   01   CO4
    c. Efficient Funds Transfer
    d. Electronic Funds Transfer.

vi. The correct order of the supply chain life cycle is:
    a. deliver, make, commit and schedule
    b. commit, schedule, make and deliver   01   CO5
    c. schedule, commit, make and deliver
    d. make, schedule, commit and deliver

vii. Which of the following are advantages normally associated with B2B e-commerce
    a. Shorter cycle times
    b. Reduction in costs   01   CO5
    c. Reaches wider audiences
    d. All of these

viii. ……………….is an early form of E-commerce
    a. SCM
    b. EDI   01   CO2
    c. Both of these
    d. None of these

ix. Among the alternate models of B2B e-commerce,**…………..**is the best means to obtain a competitive advantage in the Market place.
    a. Process based
    b. strategic relationship based   01   CO5
    c. transaction based
    d. any of these

x. Which among the following is an example of C2C ?
    a. e-Bay
    b. Amazon.com   01   CO4
    c. OLX.in
    d. all of these

xi. ……………….always operates on intranet.
    a. E--commerce
    b. E-Business   01   CO3
    c. EDI
    d. None of these

xii. …………………….is the exchange of services, information or product from one business to a government agency
    a. B2G
    b. B2E   01   CO3
    c. B2B
    d. P2P

GROUP – B
(Short Answer Type Questions)
(Answer any *three* of the following)   **3 x 5 = 15**

			Marks	CO No.
2.	a.	How do reverse auctions differ from regular auctions?	3	CO2
	b.	How do reverse auction work in e-market place?	2	CO3
3.		Briefly explain the legal issues regarding e-commerce?	5	CO4
4	a.	What is cryptography?	1	CO4
	b.	Describe the working principle of DES algorithm?	4	CO4
5.	a.	What is EDI?	2	CO3
	b.	Describe EAN coding for EDI message?	3	CO3
6.		Explain how SSL can be used for secure transactions?	5	CO3

GROUP – C
(Long Answer Type Questions)
(Answer any *three* of the following)   **3 x 15 = 45**

			Marks	CO No.
7.	a.	What is e-commerce?	2	CO1
	b.	Compare and contrast between e-commerce and traditional commerce?	3	CO1
	c.	What are the various business models?	2	CO1
	d.	Distinguish between B2B2C model and C2B2C model with examples?	4	CO2
	e.	Describe EDI with the help of trade cycle?	4	CO2
8.	a.	With the help of a diagram, briefly explain how public key cryptography works?	4	CO4
	b.	Explain, with the help of a diagram, how the addition of a digital signature changes the process of public key cryptography?	4	CO4
	c.	What are the Digital Signatures? How do they differ from Digital Certificate?	5	CO4
	d.	What are the common causes for revoking a Digital Certificate?	2	CO4
9.	a.	What is firewall?	2	CO4
	b.	What are the different types of firewall?	2	CO4
	c.	State the functions of firewall in e-commerce?	3	CO4
	d.	Distinguish between SSL and SET protocols?	3	CO4
	e.	Given, 2 prime numbers P=19, Q=31. Find out N, E, D in RSA encryption process	5	CO4
10.	a.	What is e-business?	3	CO3
	b.	Discuss about the features of online bookshop?	3	CO5
	c.	What is digital cash or e-cash?	3	CO3

d.	Recall that two significant disadvantages of participant ownership of B2B exchanges are that it creates barriers to entry for new players and niche players and that it raises myriad anti-trust issues. Give an example of an alternative to participant ownership. That is, who else might plausibly own the exchange?	4	CO5
e.	Why is Supply Chain Management vital for E-commerce?	2	CO3
11.	Write short notes on any three of the following:	3X5	CO3
a.	Virtual Auction	5	CO3
b.	E-Diversity	5	CO5
c.	Trade Cycle	5	CO2
d.	RSA Algorithm	5	CO4
e.	UN/EDIFACT	5	CO4