

B.E. Sixth Semester (Four Year) (Information Technology) (CGS)
10738 : Elective-II : e-Commerce : 6 FEIT 05

P. Pages : 2

Time : Three Hours



AU - 2772

Max. Marks : 80

- Notes :
1. All questions carry marks as indicated.
 2. Due credit will be given to neatness and adequate dimensions.
 3. Illustrate your answer necessary with the help of neat sketches.
 4. Use of pen Blue/Black ink/refill only for writing the answer book.

1. a) Explain different types of e-commerce with example. 7
- b) Explain following terms 7
 - i) Information asymmetry.
 - ii) Friction free commerce.

OR

2. a) Name three of the business consequences that can result from growth in information density. 7
- b) Describe the major themes underlying the study of e-commerce. 7
3. a) Explain the eight key elements of business model in brief. 7
- b) Explain following business models in emerging e-commerce areas : 6
 - i) Consumer to Consumer (C2C) business model.
 - ii) Peer to Peer (P2P) business model.

OR

4. a) Explain following terms 6
 - i) Industry structure.
 - ii) Industry value chain.
- b) Explain the importance of business model in e-commerce. 7
5. a) Explain : 6
 - i) Packet switching.
 - ii) TCP/IP.
 - iii) IP Address.
- b) What is internet II? Explain the services associated with it. 7

OR

6. a) List and explain the different web markup languages. 7
- b) List and explain different internet governing agencies. 6
7. a) Explain the different basic functionalities a web server should provide. 7

- b) Explain simple versus multi-tiered website architecture. 6

OR

8. a) What one should consider while choosing server software and hardware for an e-commerce site? 7
- b) Explain the tools that can improve the website performance. 6
9. a) Explain the key security threats in the e-commerce environment. 7
- b) List and explain different e-commerce payment mechanisms. 6

OR

10. a) Compare and contrast firewall and proxy servers. 7
- b) Describe the major steps involved in an online credit card transaction. 6
11. a) Explain consumer behaviour model. 7
- b) Explain main technologies that support online marketing. 7

OR

12. a) Explain basic e-commerce marketing and branding strategies. 7
- b) Describe the basic marketing concepts needed to understand Internet marketing? 7

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