

Roll No.

Total No. of Pages : 2

Total No. of Questions : 09

B.Tech. (IT) (Sem.-5)

ELECTRONICS COMMERCE

Subject Code : IT-307

Paper ID : [A0517]

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTION TO CANDIDATES :

1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
2. SECTION-B contains FIVE questions carrying FIVE marks each and students has to attempt any FOUR questions.
3. SECTION-C contains THREE questions carrying TEN marks each and students has to attempt any TWO questions.

SECTION-A

1. Write briefly :

- (a) Define E-commerce.
- (b) What do you understand by EFT?
- (c) What is C2B e-commerce transaction?
- (d) What is hypertext?
- (e) Differentiate between e-commerce and traditional commerce.
- (f) What is the role of HTML in web publishing?
- (g) Differentiate between cyber cash and cyber cheque.
- (h) What are the various web technologies?
- (i) How does consumer needs implicate electronic payment systems?
- (j) What do you mean by Supply Chain Execution Framework?

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SECTION-B

2. Who are the stakeholders in E-Commerce information system? Explain the benefits and limitations of E-commerce.
3. The public is highly concerned with the safety of e-payment. What are the specific measures put forward in the Guidance in this respect?
4. Discuss the security requirements of Internet and E-commerce applications and how these requirements are fulfilled by various hardware and software systems.
5. Explain about the architectural framework for E-Commerce with diagram.
6. What are the changing industry dynamics and technology improvements in Electronics retailing? Explain.

SECTION-C

7. What are the different security risks of e-commerce? Explain.
8. (a) Discuss security in WWW.
(b) Explain the roadmaps to E-business.
9. What are the various types of E-commerce? Explain Mercentile model from consumers' perspective.