# END TERM EXAMINATION

EIGHTH SEMESTER [B. TECH] SEPTEMBER-OCTOBER 2020

Subject: E - Commerce and M - Commerce Paper Code: ETIT- 428

(Batch 2013 Onward)

Time: 2 Hours Maximum Marks: 75 Note: Attempt three questions in all including Q.no1 which is compulsory.

Internal choice is indicated.

Answer the following short answer questions:-(10x2.5=25)Q1

a, "E-business rapidly growing industry" - Justify this statement.

Differentiate between E - commerce and E-business. Define E-cash and discuss different types of E-cash.

What e-payment's security mechanisms are used in banking in India?

Discuss various futuristic m-commerce services.

What are Internet Security Services?

What are the strength and weakness of E-commerce?

Compare EDI over Internet.

Explain mobile entertainment services.

"E-commerce has over powered the traditional buying and selling systems". Comment on the statement.

#### UNIT-I

Q2 Explain the framework and components of E-Commerce architecture. (12.5) Give different models for commercial transactions. Explain the key

technologies for B2B e-commerce? (12.5)

a) Discuss about ethical, social and political issues in E-Commerce. Q3 (12.5)

b) Briefly explain the various electronic payment systems. What are the security requirements for using online transaction services? (12.5)

### UNIT-II

a) Explain Secure Electronic Transaction protocol. Describe the functional Q4 requirements for online selling and what specialized services and servers perform these functions. (12.5)

b) What is E-Payment? Discuss the functions of E-payment system? Why is standardization required for e-payment business. (12.5)

#### OR

a) Write about various Internet tools required for successful E-Commerce.

b) What is an EDI? Explain how business transaction can take place in an EDI.

# UNIT-III

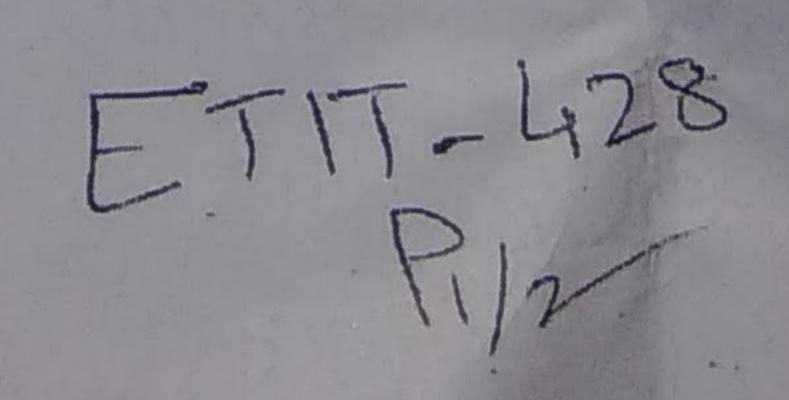
a) What is Supply Chain Management (SCM)? Why is it important in e Q6 business environment? business environment.

business environment.

by characteristics of an e-business strategy model.

(12.5)

P.T.O.



Q7 a) What is the role and business value of using Internet technologies in SCM (12.5)
Implementation?
b) Explain E-business and factors for improving the performance of e-business system. (12.5)

# UNIT-IV

- Q8 a) What is M-Commerce? Discuss the emerging issues in mobile commerce. (9) b) Briefly explain the implementation challenges in mobile financial services. (8)
  - c) Write short notes on:
    - i) M-commerce life cycle
    - ii) Management of mobile commerce services

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