

# END TERM EXAMINATION

EIGHTH SEMESTER [B.TECH] SEPTEMBER-OCTOBER 2020

Paper Code: ETIT- 428

Subject: E - Commerce and M - Commerce  
(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.

- Q1 Answer the following short answer questions:- (10x2.5=25)
- "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 a) Explain the framework and components of E-Commerce architecture. (12.5)  
b) Give different models for commercial transactions. Explain the key technologies for B2B e-commerce? (12.5)

## OR

- Q3 a) Discuss about ethical, social and political issues in E-Commerce. (12.5)  
b) Briefly explain the various electronic payment systems. What are the security requirements for using online transaction services? (12.5)

## UNIT-II

- Q4 a) Explain Secure Electronic Transaction protocol. Describe the functional 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

- Q5 a) Write about various Internet tools required for successful E-Commerce. (12.5)  
b) What is an EDI? Explain how business transaction can take place in an EDI. (12.5)

## UNIT-III

- Q6 a) What is Supply Chain Management (SCM)? Why is it important in e business environment? (12.5)  
b) Explain about the key characteristics of an e-business strategy model. (12.5)

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OR

- Q7
- a) What is the role and business value of using Internet technologies in SCM Implementation? (12.5)
  - b) Explain E-business and factors for improving the performance of e-business system. (12.5)
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**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: (2x4=8)
    - i) M-commerce life cycle
    - ii) Management of mobile commerce services

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