# END TERM EXAMINATION

### EIGHTH SEMESTER [B.TECH)] JULY-2023

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

Time: 3 Hours     Maximum Marks : 75

Note: Attempt five questions in all including Q. no.1 which is compulsory. Select one question from each unit.

(5x5=25)

**Q1** Attempt **any Five**

(a) Comment on the statement "E-Commerce on the internet is risky" by discussing the risks associated with e-commerce transactions. Also, explain possible solutions to those risks.

(b) Explain the cyber cash model in electronic payment systems. Discuss its components, working, and benefits in facilitating secure online transactions.

(c) Explain various risk involved in E-Payment.

(d) Discuss the implementation challenges in M-commerce.

(e) Explain the architecture of E-Commerce.

(f) What is e-commerce and m-commerce? State how e-commerce and m-commerce differs from traditional commerce.

## Unit – I

**Q2** (a) Explain the significance of the World Wide Web (WWW) in facilitating online sales venues and information sharing. **(6)**

(b) Discuss the emergence of digital currencies and payment systems. Explain few digital currencies. **(6.5)**

**Q3** (a) Explain the secure online transaction models used in e-commerce and other digital environments. **(6)**

(b) Provide a brief overview of cryptography and its role in ensuring secure communication and data protection. **(6.5)**

## Unit – II

**Q4** (a) Define SSL. Explain how SSL protocol is used for secure transaction. **(6)**

(b) Define Electronic Data Interchange. What are the components of Electronic Data Interchange? **(6.5)**

**Q5** (a) Define digital cash or e-cash. Explain with the help of example how online banking system works. **(6)**

(b) What do you understand by EDI? Describe layered architecture of EDI. **(6.5)**

P-1/2

## Unit – III

Q6  (a)  Explain the concept of supply chain management and explore various options for restricting or controlling the supply chain? **(6)**

     (b)  Define e-procurement and discuss the different risks and impacts associated with its implementation in procurement processes.

**(6.5)**

Q7  (a)  Explain e-business and its security design. Discuss methods to improve the performance of e-business systems. **(6)**

     (b)  Explain Customer Relationship Management (CRM) and its architecture. Differentiate between CRM and e-CRM. **(6.5)**

## Unit – IV

Q8  Explain M-commerce (Mobile Commerce) and its applications. Discuss the life cycle of M-commerce. **(12.5)**

Q9  Write short notes on: **(Any two)**      **(6.5+6=12.5)**
    (a)   Futuristic M-commerce services
    (b)   Issues in mobile commerce
    (c)   Role of LAN and 3G/4G Networks in M-commerce

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