

Roll No

IT-721 (GS)
B.E. VII Semester Examination, June 2020
Grading System (GS)
E-Commerce and Governance
Time : Three Hours

Maximum Marks : 70

Note: i) Attempt any five questions.
ii) All questions carry equal marks.

1. What do you understand by supply chain management? How does e-commerce help in supply chain management?

OR

Explain the importance of electronic commerce. How does internet advertising offer a two-way channel for electronic commerce?

2. What is E-Governance? Explain the benefits and reasons for the introduction of E-Governance in a country.

3. Define the term Electronic Data Interchange (EDI). Discuss all the building blocks of EDI system.

4. Write brief notes on the terms

- a) E-readiness
- b) Digital divide

5. a) What are different threats to electronic payment systems? Suggest some measures to prevent them.

b) Explain phishing attack, denial of service attack, sniffing and spoofing.

6. What are the challenges in implementing E-Governance in a developing country like India?

7. Name different models of E-Governance and write in brief about mobilization and lobbying model and critical flow model of E-Governance.

OR

With suitable examples name any three business models of E-Commerce. Explain B2B and C2C models in detail.

8. Write short notes on any two of the followings.

- a) Marketing on the web
- b) Value Chain
- c) Secure Electronic Transaction (SET) protocol
- d) E-Seva
