Time: 03 Hours   **Marks: 80**

Note: Question No 1 is compulsory

Attempt any 3 questions from remaining.

Assume suitable data whenever necessary

Q1. You are appointed as developer of e-comm website for Online business

Portal. Design and develop website to promote the same.   **20**

Q2 A) Discuss security aspects in E-commerce   **10**

B) Explain Architecture of SET protocol   **10**

Q3 A) Suggest strategies to migrate traditional business to online business.   **10**

B) What are the different ways for electronic marketing?   **10**

Q4 A) What is value chain process in E-comm? Discuss with diagram   **10**

B) Discuss Technology and infrastructure in e-business   **10**

Q5 A) What is Smart Card? Explain in detail   **10**

B) Discuss SCM with example   **10**

Q6 A) Discuss CRM strategy based on B-C Model   **10**

B) What do you mean by EDI? Explain in detail.   **10**

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