B.E.(with Credits)-Regular-Semester 2012 - Computer Science and Engineering Sem VIII

CSE8052 - Elective - IV : E-Commerce

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Notes : 1. All questions carry equal marks.
2. Due credit will be given to neatness and adequate dimensions.
3. Assume suitable data wherever necessary.

1.	a)	Discuss the benefits and drawbacks of e-commerce.	**8**
	b)	Explain electronic mail system.	**8**

OR

2.	a)	Explain Domain Name system.	**8**
	b)	Describe X · 400 Message Handling system.	**8**
3.	a)	Describe the components of EDI system.	**8**
	b)	What is UN/EDIFACT? Explain structure of EDIFACT message.	**8**

OR

4.	a)	What are the important steps to implement intranet?	**8**
	b)	What is Electronic Payment System?	**8**
5.	a)	Explain in brief cryptography and its components.	**8**
	b)	How keys are generated using RSA algorithm? Explain with example.	**8**

OR

6.	a)	Describe any two encryption methods.	**8**
	b)	Explain public key cryptography.	**8**
7.	a)	How customer demographics are related with e-commerce.	**8**
	b)	Explain various ways in which a business can be evaluated.	**8**

OR

8.	a)	What is value - chain in e-commerce.	**8**
	b)	What measures can be taken for maintaining customer loyalty.	**8**
9.	a)	What is PPI? Explain.	**8**
	b)	How to submit & track online problems?	**8**

OR

10.	a)	What is web response system?	**8**
	d)	What software modules can be added for electronic customer support?	**8**

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