

B.E. Computer Science & Engineering Eighth Semester
CSE8052 / CS 805 Elective-IV : E-Commerce

P. Pages : 1

Time : Three Hours



GUG/W/18/2006

Max. Marks : 80

Notes : 1. All questions carry equal marks.

1. a) What are the benefits and scope of E-Commerce. 8
b) What are the various challenges in E-Commerce. 8

OR

2. a) Explain "Internet Technology and Business" term w.r.t. E-Commerce. 8
b) Discuss the various applications of E-Commerce. 8
3. a) How EDI works? State the flow of information in EDI. 8
b) State and explain the EDI services with neat sketch. 8

OR

4. a) Discuss the electronic payment system. 8
b) Write a note on "Internet and Intranet" for E-Commerce. 8
5. a) What are the benefits of cryptography. 8
b) Explain working of public key cryptography. 8

OR

6. a) Explain various security threats. 8
b) Compare various encryption methods. 8
7. a) What is the impact of E-Commerce on Business value framework. 8
b) Describe various steps to build trust of customer on online Retailing. 8

OR

8. a) Discuss the steps to plan successful E-Commerce. 8
b) Write a note on following. 8
i) Market Segment Aggregation. ii) Channel Reconfiguration.
9. Discuss the following Online publishing approach. 16
i) Online Archive Approach. ii) New Medium Approach.
iii) Intermediation Approach. iv) Dynamic (Just in Time) approach.

OR

10. a) Write a note on "Virtual factory". 8
b) How to track a online issues in E-Commerce. 8
