

BE3-R4: E-BUSINESS

NOTE:

1. Answer question 1 and any FOUR from questions 2 to 7.
2. Parts of the same question should be answered together and in the same sequence.

Time: 3 Hours

Total Marks: 100

1.
 - a) Explain the methods that are used to protect against online piracy.
 - b) Explain the difference between Internet and World Wide Web.
 - c) Identify the Key components of C2C model and explain their usage in e-business.
 - d) What is meant by Payment gateway? List the specific tasks that are performed by a payment gateway.
 - e) Explain the importance of SET protocol in the context of e-business transactions.
 - f) Identify and explain the tools that are used to establish secure internet communication channels.
 - g) Distinguish between maintenance and enhancement. Which one assures compliance with the original plan for launching online business?

(7x4)

2.
 - a) Describe the Strategizing phase for launching on-line retailing business by a middle level business organization with suitable examples.
 - b) While designing a web store front, what factors, constraints or parameters would you consider? Explain.

(12+6)

3.
 - a) Specify and explain the types of actions that are meant to cause infringement of trademark laws in Internet commerce.
 - b) Describe the various types of firewalls, the functions they perform and the kind of internet security they provide.

(9+9)

4.
 - a) Discuss the factors that account for slow growth of online e-retailing business in B2C segment.
 - b) Describe the components and features of online education services that are provided using internet infrastructure.

(9+9)

5.
 - a) Describe the key dimensions of e-business security. Explain the measures that are used to design e-business security to protect against any of the e-business security threats.
 - b) What do you understand by Digital Certificate? Describe its key components and their importance in creating and maintaining public key infrastructure.

(9+9)

6.

- a) Discuss the various forms of Electronic transfer of funds in e-business enabled enterprise.
- b) Discuss the various types of micro payment systems that are currently in use.

(9+9)

7.

- a) Identify and discuss the key features of online stock trading and investing in India.
- b) Write short notes on the following:
 - i) Reverse Auctions and E-Commerce.
 - ii) Types of Legal disputes in B2C based E-commerce.
 - iii) IP Spoofing and Sniffing.

(9+[3x3])