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 advantages of E-Business over traditional Business.
b)   What is Business to Business? Explain with suitable example.
c)   Explain Client / Server Architecture.
d)   Explain Secure Socket Layer.
e)   Discuss role of Electronic Fund Transfer in E-Business.
f)   Explain Public Key Encryption.
g)   Discuss the concept of IPR.

                                                                                                               (7x4)

2.
a)   What are the drivers of E-Business?
b)   How should merchants promote their ecommerce sites?
c)   E-business uses concept of Supply Chain Management, Explain.

                                                                                                            (5+4+9)

3.
a)   Discuss the requirements of web architecture to establish an E-Business web portal.
b)   Why scripting is needed? Explain Client Side and Server Side script importance.
c)   Explain Brick and Click model.

                                                                                                            (6+6+6)

4.
a)   Explain Life cycle approach of E-business
b)   Explain the concept of IPsec.
c)   "A firewall is a barrier between trusted network and open internet", justify statement explaining functions of Firewall.

                                                                                                            (8+5+5)

5.
a)   How can you take credit card payments across the net for E-Business?
b)   Explain the concept of SET protocols.
c)   Explain functioning of Payment Gateways.

                                                                                                            (6+6+6)

6.
a)   Online stock trading has turned the world into a virtual trading hall, explain.
b)   Explain the concept of E-Auction, discuss advantages and disadvantages.
c)   Discuss the threats faced by E-Business market.

                                                                                                            (6+6+6)

7.
a)   Discuss the use of cryptography, also explain functioning of RSA.
b)   Can digital signature be forged?
c)   What is Domain Name Dispute? How it can be resolved.
d)   E-Business is attracting tax related issues due to different tax laws in different states. Discuss the issue.

                                                                                                         (7+4+3+4)