Sub Code:NBC705

Paper Id: 910164 Roll No:

MCA (DUAL DEGREE)
(SEM-VII) THEORY EXAMINATION 2019-20
E-BUSINESS STRATEGIES

Time: 3 Hours *Total Marks: 100*

Note: 1. Attempt all Sections. If require any missing data; then choose suitably.

SECTION A

1. **Attempt *all* questions in brief.** **2 x 10 = 20**
   a. Write the EDl Application in Business.
   b. What do you mean by e-markets?
   c. Write the EDl Application in Business.
   d. What do you mean by Proxy server?
   e. Define HTTP and FTP.
   f. What is Electronic fund transfer?
   g. What do you mean by certificate for authentication?
   h. What do you mean by LAN and MAN?
   i. What do you understand by Extranet?
   j. What is confidentiality of payment Information?

SECTION B

2. **Attempt any *three* of the following:** **10 x 3 = 30**
   a. What do you understand by EDI? What are the main elements of EDI?
   b. Write short note on following :
      i. Electronic Wallets
      ii. Digital Certifieates.
   c. What are the advantages of doing business on Internet explain?
   d. Explain the significance of Online *versus* drawbacks of Offline payments systems
   e. What is M-Commerce? Discuss the advantages of M-Commerce over E-Commerce.

SECTION C

3. **Attempt any *one* part of the following:** **10 x 1 = 10**
   (a) Discuss the different types of threats to e-commerce systems.
   (b) What is auction? Explain the process of e-auction.
4. **Attempt any *one* part of the following:** **10 x 1 = 10**
   (a) What is firewall? How does it protect a site? Deseribe the components and types of firewall in detail.
   (b) What is e-payment? Explain the main steps of e-payment and purchase order process.
5. **Attempt any *one* part of the following:** **10 x 1 = 10**
   (a) Write short note on following **(any two)** :
      i. Transaction Security.
      ii. Secure Socket Layer Protocol
      iii. Secure Electronic Transaetion Protocol
   (b) What do you understand by cryptography, Encryption and Decryption? Describe the difference between Symmetric and Publlc key cryptography.
6. **Attempt any *one* part of the following:** **10 x 1 = 10**
   (a) Explain the secure electronic payment protocols.
   (b) How the Digital Signatures are used for security? Explain.
7. **Attempt any *one* part of the following:** **10 x 1 = 10**
   (a) Explain the types of risk related to Internet security and also discuss the some specific intruder approaches
   (b) Discuss the different types of threats to e-commerce systems.

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