PAPER ID-310033

Subject Code: NBC705

Roll No: | | | | | | | | | | | | |

MCA

(SEM-VII) THEORY EXAMINATION 2020-21

E-BUSINESS STRATEGIES

Time: 3hours ***Total Marks: 100***

Section – A

Q-1 Attempt all questions. All questions carry equal marks. [10X2 = 20]

a) What do you mean by Business strategy?
b) What do you mean by Web commerce.?
c) What is EDI?
d) What is Electronic fund transfer?
e) Explain the VPN in brief.
f) What do you mean by Passive threats?
g) What do you mean by SET?
h) What do you mean by Payment Information Integrity?
i) What is On-line Electronic Cash?
j) What is www.

Section – B

Q-2. Attempt any five questions. All questions carry equal marks. [5X10 =50]

a) Explain the difference between traditional commerce and e-commerce.
b) Explain the various benefits of electronic commerce.
c) Explain the role of Internet in E-business and Various Web tools.
d) Explain the Secure Transport Protocols.
e) Explain the main types of e-commerce ..
f) What is On-line auction? Explain the process of e-auction ..
g) What is Secure Electronic Payment Protocol (SEPP). Explain the process of SEPP.
h) Explain the Privacy Enhanced Mail and Pretty Good Privacy Mail security tools.

Section – C

Attempt any two questions. All questions carry equal marks. [2X15 =30]

Q-3 Take an example of any two ecommerce companies in India providing high end E-commerce solution and describe how they established customer confidence, trust and ensured privacy security of the E-commerce transaction?

Q-4 Explain the Public key Encryption and Secret key Encryption and Data Encryption Standards.

Q-5 Discuss the following in detail (any three):

i) Enterprise network security.
ii) Account holder and Merchant Authentication.
iii) Data oriented access control Security Mechanism
iv) Viruses
v) E-commerce IT Laws in India