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2018

E-COMMERCE

Paper : 4-24/COM-4084

(New and Old Course)

Full Marks : 80

Time : Three hours

The figures in the margin indicate full marks for the questions.

1. Answer the following questions : **(any four)**

2×4=8

- (i) Encryption
- (ii) Digital Signature
- (iii) Mobile Banking
- (iv) URL
- (v) Cookies.

Contd.

2. Write short notes on : *(any four)*

3×4=12

(i) TCP/IP

(ii) Firewall and its benefit

(iii) Tele Banking

(iv) Advantages and disadvantages of E-payment

(v) Cryptography.

3. Explain the function of Automated Teller Machine (ATM) and advantages and limitations of ATM. 5

4. Explain the idea of digital currency and E-cheque. 5

OR

Explain the concept of Biometric technology.

5. Define Business Model. Explain the Value-Chain Model. 5

OR

Explain some measures of E-commerce security.

6. Answer the following questions : **(any three)**
7×3=21

(i) What do you mean by E-commerce ?
Explain the future of E-Commerce.
5+2

(ii) What is E-Customer Relationship Management (E-CRM) ?

(iii) What are the essential requirements of E-commerce ?

(iv) Explain different data transmission mode.

7. Describe the concept of online marketing. Mention the advantages and disadvantages of online marketing. 4+8=12

OR

What do you mean Network Topology ? Explain *any two* of the Network Topologies with relative merits and demerits.

8. Describe Internet Banking. Mention the impact of Information Technology (IT) on Banking System. 12

OR

Describe the OSI model.