SANT GADGE BABA AMRAVATI UNIVERSITY, AMRAVATI
Summer Examination -2020   Credit Point : 20
H.V. P. Mandal's College of Engineering and Technology, Amravati
Department of Electronics and Telecommunication Engineering
Bachelor of Engineering Semester – VI

Subject : E- Commerce   Code: 6FEIT05

Instructions :
  1. Solve any **Two** questions.
  2. All Question carry equal marks.

Q. 1
        a) Explain different types of E-commerce with examples.   (2 Credit)

        b) List the eight key elements of business model.   (2 Credit)

        c) List and explain different web markup languages.   (2 Credit)

        d) List the tools that can improve website performance.   (2 Credit)

        e) Explain firewall .   (1 Credit)

        f) Name the technology that can support on line marketing.   (1 Credit)

Q.2

        a) List and explain unique features of E-commerce technology.   (2 Credit)

        b) Explain how internet changes the business.   (2 Credit)

        c) What are the limitations of current internet.   (2 Credit)

        d) Differentiate between single-tier and multi-tier site architecture. (2 Credit)

        e) Define Encryption. Explain symmetric key encryption.   (1 Credit)

        f) Describe the basic marketing concept needed to understand
           internet marketing.   (1 Credit)

Q.3

a) Differentiate between E-commerce and E-business.　　　　　(2 Credit)

b) Explain B2B business model.　　　　　(2 Credit)

c) Explain IP address and E-mail.　　　　　(2 Credit)

d) List the different basic functionalities web server should
provides.　　　　　(2 Credit)

e) Describe the major steps involved in an online credit card
transaction.　　　　　(1 Credit)

f) Explain the key feature of internet audience.　　　　　(1 Credit)

Q.4

a) Describe the major theme underline the study of E-commerce.　　　　　(2 Credit)

b) Explain the importance of business model in E-commerce.　　　　　(2 Credit)

c) List and explain different internet governing agencies.　　　　　(2 Credit)

d) What one should consider while choosing server software for
an E-commerce site.　　　　　(2 Credit)

e) Describe the key dimensions of E-commerce security.　　　　　(1 Credit)

f) Describe the basic technologies that support on-line marketing.　　　　　(1 Credit)

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