

Sant Gadge Baba Amravati University, Amravati Summer -2020 Examination

HVP Mandal's College of Engineering and Technology, Amravati

Course: Computer Science and Engineering

BE Four Year Sixth Semester (Computer Science and Engineering) Summer 2020 Exam

6FEIT05 E-COMMERCE

Assignment ONLY FOR BACKLOG STUDENTS

Marks 20

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Question No.1 (10 Marks)

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| A. What is e-commerce and e-business                 | (2) |
| B. Explain eight key elements of business model      | (2) |
| C. Explain internet and web features                 | (2) |
| D. Explain cookies, java applet, active server pages | (2) |
| E. What are security threats in e-commerce web site  | (1) |
| F. Explain market entry strategies                   | (1) |

Question No.2 (10 Marks)

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|---|-----|
| A. Explain eight unique features of E-commerce                | (1) |
| B. How internet and web changes the business                  | (2) |
| C. What is internet II  | (1) |
| D. Explain strategic approach for building e-commerce website | (2) |
| E. Explain public key cryptography                            | (2) |
| F. Explain customer relationship manager system               | (2) |

Question No.3 (10 Marks)

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|---|-----|
| A. Explain brief history of e-commerce                      | (2) |
| B. Explain major business to business model                 | (2) |
| C. Explain TCP/IP protocol                                  | (2) |
| D. Explain two tier architecture and multitier architecture | (2) |
| E. How to protect servers and clients                       | (1) |
| F. Why more people don't shop online                        | (1) |

Question No.4 (10 Marks)

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|--|-----|
| A. Flipkart is an example of _____ E-commerce  |     |
| a. B-B   b. C-B   c. C-C   d. None of mentioned  | (1) |
| B. The dimension of e-commerce that enables ecommerce cross national Boundary is called as _____ |     |
| a. interactivity   b. global reach   c. richness   d. ubiquity                                   | (2) |

C. What is packet switching	(2)
D. What are e-commerce site tools	(1)
E. Explain firewall and proxy servers	(2)
F. Explain general model of consumer behavior	(2)