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Question Paper Code : 51744

B.E./B.Tech. DEGREE EXAMINATION, MAY/JUNE 2016

Seventh Semester

Information Technology

IT 2031/IT 701/10177 ITE 23 – ELECTRONIC COMMERCE

(Regulations 2008/2010)

Time : Three Hours

Maximum : 100 Marks

Answer ALL questions.

PART – A (10 × 2 = 20 Marks)

1. Compare the advantages of E-commerce with traditional commerce.
2. What are the factors for the success of Internet ?
3. Define an intranet.
4. Why the Internet utility programs are important in E-commerce ?
5. Give some web protocols.
6. What is push technology ?
7. What is meant by intellectual property ?
8. How to protect the client computers from security threats ?
9. Give the limitations of agents.
10. What are the advantages of search engines in web based marketing,?

PART – B (5 × 16 = 80 marks)

11. (a) Illustrate the role of WWW and Internet in E-commerce.

OR

- (b) Explain the strategic business and industry value chains in E-commerce.

12. (a) Describe Web Client/Server architecture with a suitable example.

OR

- (b) Explain the role and support of HTML and XML in E-Commerce.

13. (a) Describe the different web based tools used in E-Commerce.

OR

- (b) Explain the significance of search engines and intelligent agents in E-commerce.

14. (a) Illustrate the different types of electronic payment systems.

OR

- (b) Discuss the E-business security concerns, threats and solutions of Internet E-commerce taking an electronic market as a model.

15. (a) Explain the different web based marketing strategies.

OR

- (b) (i) Illustrate the various issues in the website design. **(8)**
(ii) Describe in detail about the online advertisement mechanisms. **(8)**