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15/11/16 AN

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Question Paper Code : 60744

B.E./B.Tech. DEGREE EXAMINATION, NOVEMBER/DECEMBER 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. What do you understand from the term Industry value chain?
2. Hint on how the company's internet strategy will be shaped by infrastructure and end user requirements.
3. What is SGML?
4. What is the difference between HTML and XML?
5. What is web hosting?
6. What are software agents?
7. What is copy right and intellectual property?
8. List any two advantages and disadvantages of electronic cash.
9. What are the guidelines to be followed for successful On-line advertising?
10. What are the limitations of agents?

PART B — (5 × 16 = 80 marks)

11. (a) (i) Describe the Infrastructure for e-commerce. (10)
(ii) List the characteristics of a successful market place. (6)

Or

- (b) Consider any two e-commerce companies in India providing high 'end e-commerce solutions. Describe how they established customer confidence, trust and ensured privacy and security of e-commerce transactions. (16)
12. (a) (i) Describe in detail about the web client/server architecture. (10)
(ii) Write short notes on Intranets. (6)

Or

- (b) (i) Describe in detail the TCP/IP protocol suite used in Internet services. (10)
(ii) Write short notes on extranets. (6)
13. (a) Explain the different web based tools for E-Commerce.

Or

- (b) Write short notes on followings :
- (i) Web protocol (6)
(ii) Push Technologies (6)
(iii) Intelligent Agents. (4)
14. (a) Describe about the concept of electronic payment systems with examples. (16)

Or

- (b) (i) Discuss the issues related to copy right and intellectual property. (8)
(ii) Write short notes on the strategies for marketing. (8)
15. (a) Explain in detail the website design issues.

Or

- (b) Write short notes on the following :
- (i) Search engines (8)
(ii) Various means of on-line advertising. (8)