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Question Paper Code : 21744

B.E./B.Tech. DEGREE EXAMINATION, NOVEMBER/DECEMBER 2015.

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 Firewall? State the functions of Firewall in e-commerce.
4. Distinguish: Intranet and Extranet.
5. How will you evaluate the performance of a Web Server?
6. Mention some of the properties of electronic cash.
7. Define Electronic Data Interchange (EDI) and explain with example.
8. How much will an EDI implementation Cost vary from the conventional system?
9. Give a short note on network security protocol for e-commerce.
10. Highlight the limitations of using multiple 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) Explain

(i) Web Client and Web Server (10)

(ii) Internet Applications. (6)

Or

(b) (i) Discuss on the relation of XML to E-Commerce. (10)

(ii) Write a note on TCP/IP Protocol Script. (6)

13. (a) (i) Give a note on the various website design issues. (10)

(ii) Mention the software features sets of web server. Explain the features. (6)

Or

(b) Explain in detail the enterprise class e-commerce architecture.

14. (a) Write a detailed note on the Strategies for Marketing, Sales and Promotion.

Or

(b) Write a detailed note on Copyright and Intellectual Property.

15. (a) Describe briefly about the payment methods in online e-commerce environment.

Or

(b) Write a short note on

(i) Website Design issues. (8)

(ii) Online advertisements. (8)