

B.E. Comp sem VII (Rev) May - 19 19/5/14

Sub - E-Comm.

QP Code : MV-19974

(3 Hours)

[Total Marks : 100

- N.B. : (1) Question no 1 is compulsory.
(2) Solve any **four** questions out of the **remaining**.
(3) Assume suitable **data** wherever **required**.

1. (a) Differentiate between e commerce and e business. Also state the advantages and disadvantages of e commerce. 10
(b) Explain SET protocol for electronic payments. 10
2. (a) State and explain electronic data Interchange (EDI) in detail. 10
(b) Define CRM and hence explain its architecture in detail. 10
3. (a) Explain different types of web based auctions and explain any one in detail 10
(b) Explain the important factors to be considered in server side programming. 10
4. (a) Explain what is meant by value chain and hence explain the various types of value chain that can be applied to an organization. 10
(b) Explain any three types of e- business models used . 10
- 5 (a) Explain WAP architecture in detail. 10
(b) For launching a new product on the web, explain the strategies for sales and promotions using e commerce site. 10
- 6 (a) Explain the complete cycle of credit card transactions. 10
(b) Explain the different security measures that can be applied to protect a private intranet from public internet. Further explain the different types of firewalls that can be useful for an ecommerce website. 10
7. Write short notes on (any two):- 20
 - (a) REST
 - (b) Virtual communities
 - (c) Mobile Agents.