

322743(22)

B. E. (Seventh Semester) Examination,

April-May, 2020/NOV-DEC 2020

(New Scheme)

(CSE, IT Engg. Branch)

E-COMMERCE & STRATEGIC IT

Time Allowed : Three hours

Maximum Marks : 80

Minimum Pass Marks : 28

***Note : Part (a) is compulsory in each question.
Attempt any two parts from (b), (c) and (d),
and carry 7 marks each.***

Unit-I

1. (a) Define E-commerce. 2
- (b) Explain generic framework of electronic commerce
in detail. 7

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- (c) Explain consumer to business E-commerce. 7
- (d) What is supply chain management (SCM)? List any six characteristics of SCM in E-commerce and explain primary elements of SCM models. 7

Unit-II

- 2. (a) Differentiate LAN and WAN. 2
- (b) Explain TCP/IP reference model. Differentiate it from OSI model. 7
- (c) Explain domain name system. 7
- (d) Explain Ethernet (IEEE standard 802.3) LAN? Differentiate between 10 Base 5 and 10 Base 2. 7

Unit-III

- 3. (a) Define electronic tokens. 2
- (b) Describe various risks associated with credit card and how this risk can be minimized. 7
- (c) Describe the factors that must be addressed in designing electronic payment system. 7

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- (d) Explain the online payment process using third party processor. 7

Unit-IV

- 4. (a) What is web browser? 2
- (b) Explain the file transfer architecture. 7
- (c) What is HTTP? Explain it with HTTP session diagram. 7
- (d) Describe the common gateway interface. 7

Unit-V

- 5. (a) What is the goal of mobile computing? 2
- (b) Describe the mobile information access devices. 7
- (c) Write and explain cellular data communication protocol. 7
- (d) Define personal communication services and explain its infrastructure. 7