

SRM UNIVERSITY
FACULTY OF MANAGEMENT
CYCLE TEST -II

Degree: B.Tech

Dept: Information Technology

SUBJECT : ECOMMERCE/ IT1023

Year/Sem: IV/VII

Duration : 3 Hours

Max.Marks: 100

PART - A

1. Which of the following describes e-commerce?
a. Doing business electronically b. Doing business c. Sale of goods d. Services
2. Which of the following is part of the four main types for e-commerce?
a. B2B b. B2C c. C2B d. G2G
3. Which segment do eBay, Amazon.com belong?
a. B2Bs b. B2Cs c. C2Bs d. C2Cs
4. Which products are people most likely to be more uncomfortable buying on the Internet?
A. Books B. Furniture C. Movies D. Televisions
5. Encryption can be done
A. only on textual data B. only on ASCII coded data
C. on any bit string D. only on mnemonic data
6. Which term represents a count of the number of people who visit one site, click on the ad, and are taken to the site of the advertiser?
A. Affiliate programs B. Click-through C. Spam D. All of the above
- 4) EDI standard
A. is not easily available
B. defines several hundred transaction sets for various business forms
C. is not popular D. defines only a transmission protocol
- 5) What encourages users of a product or service supplied by a B2C company to ask friends to join in as well?
A. Spam B. Viral marketing C. Affiliate programs D. None of the above
- 6) In B2B e-commerce
i) Co-operating Business should give an EDI standard to be used
ii) Programs must be developed to translate EDI forms to a form accepted by application program
iii) Method of transmitting/receiving data should be mutually agreed
iv) It is essential to use internet
- 7) Compared to B2C e-commerce, B2B e-commerce is
A. of equal size B. slightly smaller C. slightly larger D. much larger
- 8) All of the following are techniques B2C e-commerce companies use to attract customers, except
A. Registering with search engines B. Viral marketing C. Online Ads D. Virtual marketing

9. A hashing function for digital signature
- must give a hashed message which is shorter than the original message
 - must be hardware implementable
 - two different messages should not give the same hashed message
 - is not essential for implementing digital signature
- 10) In the e-commerce security environment, which of the following constitutes the inner-most layer?
- people
 - data
 - technology solutions
 - organizational policies and procedures
11. EDI requires
- representation of common business documents in computer readable forms
 - data entry operators by receivers
 - special value added networks
 - special hardware at co-operating Business premises
12. A firewall may be implemented in
- routers which connect intranet to internet
 - bridges used in an intranet
 - expensive modem
 - user's application programs
13. A hardened firewall host on an Intranet is
- a software which runs in any of the computers in the intranet
 - a software which runs on a special reserved computer on the intranet
 - a stripped down computer connected to the intranet
 - a mainframe connected to the intranet to ensure security
14. By encryption of a text we mean
- compressing it
 - expanding it. scrambling it to preserve its security
 - hashing it
15. Encryption can be done
- only on textual data
 - only on ASCII coded data
 - on any bit string
 - only on mnemonic data
16. The acronym DES stands for
- Digital Evaluation System
 - Digital Encryption Standard
 - Digital Encryption System
 - Double Encryption Standard
17. A digital signature is
- a bit string giving identity of a correspondent
 - a unique identification of a sender
 - an authentication of an electronic record by tying it uniquely to a key only a sender knows
 - an encrypted signature of a sender
18. The Secure Electronic Transaction protocol is used for
- credit card payment
 - cheque payment
 - electronic cash payments
 - payment of small amounts for internet services
19. In SET protocol a customer encrypts credit card number using
- his private key
 - bank's public key
 - bank's private key
 - merchant's public key
20. In cheque payment protocol, the purchase order form is signed by purchaser using
- his public key
 - his private key
 - his private key using his signature hardware
 - various public keys

PART - B

21. State any three needs for E-Commerce.
22. Differentiate Internet and Intranet..
23. What is meant by Web Hosting, and its features.
24. Define cryptography.
25. What is a digital signature?
26. Give any four limitations of intelligent agent.
27. Write the features of search engine optimization Techniques .

PART - C

28(a).Discuss in detail about web server software feature sets.

(Or)

28(b).Explain the various web site design issues

29(a).(i) How do you classify computer security threats?

(ii) Write a note on copyrights.

(Or)

29(b).Describe in detail any two electronic payment systems.

30(a). Explain the following with real time examples:

(i) Directory registration

(ii) Online advertisements

(Or)

30 (b) Discuss the issues related to web based marketing. Quote some of the recent issues

31(a).Explain the advantages and disadvantages associated with a network organization?

(Or)

31(b).Explain key elements of the e-business environment.

32(a) Describe the key attributes of mobile wireless internet device.

(Or)

32(b).Explain the factors affecting e-marketing environment

I.