

18. (a) What is hypertext publishing?
Or
(b) What is cipher text and crypt analysis?
19. (a) Write any two models in consumer-oriented application.
Or
(b) What is mercantile process model?
20. (a) Write the risks is e-payment.
Or
(b) Write the designing problems in e-payment technology.

SECTION C — (3 × 10 = 30)

Answer any THREE questions

21. Explain the different classification of electronic commerce.
22. Describe about the EDI Legal, security and privacy issues.
23. Explain about the different types of firewall.
24. Explain mercantile process models from merchant's perspective with a neat diagram.
25. Describe about the Digital Token based Electronic payment system neat diagram.

S.No. 3103

P 22 ITE 1 A

(For candidates admitted from 2022–2023 onwards)

M.Sc. DEGREE EXAMINATION, NOVEMBER 2022

Information Technology – Elective

E-COMMERCE

Time : Three hours

Maximum : 75 marks

SECTION A — (20 marks)

Answer ALL questions

1. (A) Choose the Correct answer. (5 × 1 = 5)
1. Amazon business model is _____
- (a) Business to Business (B2B)
- (b) Business to consumers (B2C)
- (c) Consumers to Business (C2B)
- (d) Consumer to Consumer (C2C)
2. Internet branding also known is
- (a) Online branding or E-Branding
- (b) Online banking
- (c) Online banking
- (d) Net Banking

3. E-Commerce also known as
 - (a) A paperless exchange of business information.
 - (b) Net banking
 - (c) cyber business
 - (d) cyber commerce
 4. Digital payments tokens commonly known as
 - (a) cryptocurrencies
 - (b) Bit coin
 - (c) Ethidium
 - (d) cyber currency
 5. Hypertext publishing refers to the act of making a document available in
 - (a) Hypertext System
 - (b) DBMS System
 - (c) RDBMS System
 - (d) No SUQ System
- (B) Fill in the blanks (5 × 1 = 5)
6. E-commerce is also called as _____.
 7. Intruder is also called _____.
 8. The amount of visitor sent/received by the visitor to web site is called _____.
 9. A _____ is a network security system/software that monitors the network/system.
 10. Web threats divided into two categories _____ and _____.

- II. Descriptive questions (5 × 2 = 10)
11. What are the different types of smart cards available?
12. Write about any two digital documents.
13. What is frame work in e-commerce?
14. Write any two disadvantages of EDI.
15. Draw the firewall diagram.

SECTION B — (5 × 5 = 25)

Answer ALL questions, choosing either (a) or (b)

16. (a) Write the difference between Traditional commerce and E Commerce.
- Or
- (b) Explain the anatomy of Ecommerce Applications.
17. (a) Describe the benefits of EDI in e-commerce with neat diagram.
- Or
- (b) What is work flow atomization and coordination?