

C 5116

Name.....

Reg. No.....

**EIGHTH SEMESTER B.TECH. (ENGINEERING) DEGREE
EXAMINATION, JUNE 2010**

EC 2K 805 (F)—ELECTRONIC COMMERCE

(CS 2K 804/IC 2K 805 F/ AI 2K 805 F/IT 2K 804/EE 2K 805 F/PTEE 2K 803 F)

Time : Three Hours

Maximum : 100 Marks

Part A

Answer all questions.

1. (a) Differentiate general 'commerce' terminology with E-commerce.
- (b) Define different types of E-commerce.
- (c) List down various threats to e-commerce applications.
- (d) What is encryption ? Explain.
- (e) What is e-payment ?
- (f) Define electronic wallet.
- (g) What do you mean by web branding ?
- (h) Highlight any 5 features of web portals.



(8 × 5 = 40 marks)

Part B

2. (a) Explain the functioning of B 2 B in detail with architecture and diagram. (15 marks)
- Or*
- (b) Write note on EDI. (15 marks)
3. (a) Write in detail about any known e-commerce site of your choice. (15 marks)
- Or*
- (b) How to protect e-commerce assets ? Discuss in detail. (15 marks)
4. (a) Discuss the payment of purchase order process related to e-commerce. (15 marks)
- Or*
- (b) Explain the design of e-payment system in detail. (15 marks)
5. (a) Write note on supply chain management. (15 marks)
- Or*
- (b) Write note on virtual communication. (15 marks)

[4 × 15 = 60 marks]