

C 46566

Name.....

Reg. No.....

**EIGHTH SEMESTER B.TECH. (ENGINEERING) DEGREE EXAMINATION
JUNE 2008**

EC 2K 805 F ELECTRONIC COMMERCE

(Common to 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

Answer all questions.

Part A

- I. (a) What are the applications of Electronic commerce ?
- (b) What are the benefits of EDI ?
- (c) Define and explain Kerberos.
- (d) Write a short note on Data encryption standard.
- (e) Write a short note on Digital signature.
- (f) Describe authentication procedure of smart cards.
- (g) What is meant by "web branding" ?
- (h) Describe the architecture of Electronic publishing ?

(8 × 5 = 40 marks)

Part B

Unit I

2. (a) What are the security issues and approaches related to web commerce ?

Or

- (b) Explain different access tools provided for organisations and businesses to utilize the internet for E-commerce.

Unit II

3. (a) Describe different types of security threats.

Or

- (b) Describe different types of security tools available.

Unit III

4. (a) Describe different transactions to be occur for an electronic payment, over the Internet.

Or

- (b) Describe the merits and demerits of on line E-cash.

Unit IV

5. (a) Describe the strategies for marketing in E-commerce.

Or

- (b) Describe the strategies for web auctions in E-commerce.

(4 × 15 = 60 marks)

