

C 31625

Name.....
Reg. No.....

**EIGHTH SEMESTER B.TECH. (ENGINEERING) DEGREE
EXAMINATION, MAY/JUNE 2007**

EC 2K 805 (F)—ELECTRONIC COMMERCE

(CS2K 804/IC2K 805F/AI2K 805F/IT2K 804/EE 2K 805F/PTEE 2K 803F)

Time : Three Hours

Maximum : 100 Marks

Answer all questions.

1. (a) Write a note on WWW.
(b) Define Intranet.
(c) Write a note on "non-repudiation".
(d) Explain the advantages of "cookies".
(e) Define the term "symmetric key".
(f) What is micropayment in e-commerce ?
(g) Define "Cross selling" in e-commerce.
(h) What are the different ways of creating and conducting e-commerce.

2. (a) What are the major models of e-commerce ?

(8 × 5 = 40 marks)

Or

- (b) What are the key technical limitations of e-commerce ?

3. (a) Write a detailed note on the benefits of "application level firewalls".

Or

- (b) Write notes on :

(i) Public key infrastructure.

(7 marks)

(ii) Automated clearing houses.

(8 marks)

4. (a) Explain how payment systems are designed and implemented in e-commerce.

Or

- (b) What are the advantages of e-commerce in Banking ?

5. (a) What are the advantages of Internet based EDI systems.

Or

- (b) List and explain the key considerations of designing, purchasing and support activities in e-commerce.

(4 × 15 = 60 marks)

