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**Question Paper Code : 71744**

B.E/B.Tech. DEGREE EXAMINATION, APRIL/MAY 2015.

Seventh Semester

Information Technology

IT 2031/IT 701/10177 ITE 23 — ELECTRONIC COMMERCE

(Regulation 2008/2010)

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. What are the key difference between traditional commerce and E-commerce?
2. What are the advantages of making web transactions to a company?
3. What is SGML?
4. What is the difference between HTML and XML?
5. Mention some protocols used in web services.
6. What is EC software?
7. Define e-cash and list the different types of e-cash.
8. List four security requirements for safe e-payment system.
9. What is an intelligent agent?
10. Mention the advantages of on-line marketing.

PART B — (5 × 16 = 80 marks)

11. (a) Explain in detail the role of internet and WWW in the growth of E-commerce. (16)

Or

- (b) Explain in detail about the strategic business and industry value chain of E-commerce. (16)



12. (a) (i) Describe in detail about the web client/server architecture. (10)  
(ii) Write short notes on Intranets. (6)

Or

- (b) (i) Describe in detail the TCP/IP protocol suite used in Internet services. (10)  
(ii) Write short notes on extranets. (6)
13. (a) (i) Explain in detail the steps involved in web hosting for an industry. (10)  
(ii) Explain the various performance evaluation metrics to evaluate the web server. (6)

Or

- (b) (i) Explain in detail the various web server software and tools used in E-commerce. (10)  
(ii) Write short notes on search engines. (6)
14. (a) (i) List out the E-commerce threats and provide suitable solutions to protect the client computers from the threats. (10)  
(ii) Write short notes on copy right and intellectual property rights. (6)

Or

- (b) (i) Explain in detail about the RSA algorithm. (10)  
(ii) Compare and contrast symmetric key encryption and public key encryption with an example to achieve cryptography. (6)
15. (a) Explain in detail about the various website design issues. (16)

Or

- (b) (i) Explain in detail about the various types of web based marketing strategies. (10)  
(ii) Describe in detail the various means of on line advertisement models. (6)

