

VI Semester B.B.M. Examination, June/July 2011
FUNDAMENTALS OF E-COMMERCE

Time : 3 Hours

Max. Marks : 80

SECTION – A

Answer **any five** questions. **Each** question carries **two** marks. **(2×5=10)**

1. a) Define E-Commerce.
- b) What is DNS ?
- c) What is web-based EDI ?
- d) Define cryptography.
- e) What is WAP ?
- f) What is UMTS ?

SECTION – B

Answer **any four** questions. **Each** question carries **five** marks. **(4×5=20)**

2. What are the advantages of E-Commerce ?
3. How WWW helps in E-Commerce ?
4. Describe the role of ICANN.
5. Explain EDI Envelopes.
6. How can internet technologies be involved in improving a process in one of the functions of business ?

P.T.O.

SECTION – C

Answer **any five** questions. **Each** question carries **ten** marks.

(5×10=50)

7. Explain the three pillars of E-commerce.
 8. Describe online Accounting systems.
 9. Explain E-Commerce architecture.
 10. Explain the procedure for web-linking.
 11. Explain security in E-Commerce.
 12. Explain and differentiate between various cryptographic schemes.
 13. Explain the development of web-based marketing.
 14. Explain client/server architecture for M-Commerce.
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