END TERM EXAMINATION
SECOND SEMESTER [MBA] MAY-JUNE 2012

Paper Code: MS114
MSP208

Time: 3 Hours
Maximum Marks: 60

Subject: E-Business

Note: Attempt any five questions. All questions carry equal marks.

Question 1
(a) Give a neat diagram of OSI reference model and explain its layers. (7)
(b) Explain the functioning of each layer of OSI reference model in E-Commerce. (7)
(c) Discuss the Business Applications on Intranet and Extranet. (5)

Question 2
(a) Explain the following in detail:
   (i) What is Firewall? What is its function? How do we implement a Firewall? (6)
   (ii) What are the various types of Firewalls? (6)
   (b) Why do we need VPN even if there are other options provided such as "setting up own network" or "opting for leased lines"? Explain with reasons. (12)

Question 3
(a) Describe the pros and cons of Secret Key Encryption and Public Key Encryption and their complimentary use. (4)
(b) Explain the security schemes adopted in SSL and SET. (8)

Question 4
(a) What is Digital Signature? How does it work? How does it differ from a Digital Certificate? Be specific. (7)
(b) Write a short note on Electronic Commerce Threats. (5)

Question 5
(a) Discuss the necessity of Electronic Payment Systems. (6)
(b) Explain the following: E-Cash, Smart Card (3x2=6)

Question 6
(a) Discuss the Legal and Ethical issues in E-commerce. (6)
(b) Compare and contrast the following:
   (i) Digital Commerce and Mobile Commerce
   (ii) E-commerce and Traditional Commerce (3x2=6)

Question 7
(a) Strategies for E-Commerce
(b) VPN
(c) Firewall

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