

END TERM EXAMINATION

SECOND SEMESTER [MBA] MAY-JUNE 2012

Paper Code: MS114
MSP208

Subject: E-Business

Time : 3 Hours

Maximum Marks :60

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

Question 7

- Q1 (a) Draw a neat diagram of OSI reference model. How broadband and (b) Explain functioning of each layer of OSI reference model in (7)
- (b) Discuss the Business Applications on Intranet and Extranet. (5)

Question 8

- (a) What is Firewall? What is the purpose of firewall? How do we implement firewall? What are the various types of firewall? (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. (3x4=12)
- (a) B2C (b) B2B (c) B2G (d) C2B

- Q4 (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)

- Q5 (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)

- Q6 (a) Discuss the necessity of Electronic Payment Systems. (6)
- (b) Explain the following: (3x2=6)
- (i) E-Cash (ii) Smart Cards

- Q7 (a) Discuss the Legal and Ethical issues in E-commerce. (6)
- (b) Compare and contrast the following: (3x2=6)
- (i) Digital Commerce and Mobile Commerce
- (ii) E-commerce and Traditional Commerce

- Q8 Write short notes on the following: (4x3=12)
- (a) Strategies for E-Commerce
- (b) VPN
- (c) Firewall

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