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Question Paper Code : 31498

B.E./B.Tech. DEGREE EXAMINATION, NOVEMBER/DECEMBER 2013.

Seventh Semester

Information Technology

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

(Regulation 2008/2010)

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. How e-commerce is different from traditional commerce?
2. List the business models for electronic commerce on the internet.
3. State the difference between intranet and extranet?
4. Define public key encryption.
5. What is web hosting?
6. What are software agents?
7. Define authentication.
8. What do you mean by third party payment processing?
9. Define an intelligent agent.
10. Give the features of search engines.

PART B — (5 × 16 = 80 marks)

11. (a) Explain in detail strategy formulation, planning, implementation and evaluation of e-commerce. (16)

Or

- (b) Describe the scope of the internet and web technologies present in e-commerce. (16)

12. (a) (i) Explain the TCP/IP Protocol suite. (8)
(ii) Highlight the features of XML. (8)

Or

- (b) Explain the following with diagrammatic illustrations :
(i) Packet Switched Networks. (8)
(ii) Client/Server Architecture. (8)
13. (a) What is a web server? Explain how the performance of web servers can be evaluated. (16)

Or

- (b) Write short notes on the following :
(i) Web server software and tools. (8)
(ii) Intelligent agents. (8)

14. (a) Describe about the concept of electronic payment systems with examples. (16)

Or

- (b) (i) Discuss the issues related to copy right and intellectual property. (8)
(ii) Write short notes on the strategies for marketing. (8)
15. (a) What is web based marketing? Explain the pros and cons of web based marketing. (16)

Or

- (b) (i) Discuss the issues related to online advertisements. (8)
(ii) Explain the various issues related to web site design. (8)