

**Subject : E-Commerce Applications**

Day : Monday  
Date : 05/12/2016



Time : 02.00 PM TO 05.00 PM  
Max Marks : 80 Total Pages : 1

**N.B.**

- 1) Attempt **ANY FIVE** questions from Section – I and **ANY TWO** questions from Section – II.
- 2) Figures to the right indicate **FULL** marks.
- 3) Answers to both the sections should be written in the **SAME** answer book.

**SECTION – I**

- Q.1** What is e-commerce? Explain in detail various applications of e-commerce. (10)
- Q.2** Explain with example any two business models of e-commerce. (10)
- Q.3** Explain the role of Secure Socket Layer in secure payment. (10)
- Q.4** What is E-security? Explain in detail various security threats of e-commerce. (10)
- Q.5** What is encryption? Explain in detail public key and private key encryption. (10)
- Q.6** What is E-advertising? Explain in detail with example. (10)
- Q.7** Write short notes on **ANY TWO**: (10)
- a) Digital Signature
  - b) Commerce Value Chain
  - c) M-Commerce

**SECTION – II**

- Q.8** What is System Development Life Cycle (SDLC)? Discuss the various steps involved in developing e-commerce website. (15)
- Q.9** Explain in detail any three payment systems available in e-commerce. (15)
- Q.10** A leading software organization wants to provide facilities to their users like down loading software. Design the form for following services. (15)
- i) Create User ii) Login iii) Search software iv) Payment
- Suggest an appropriate e-commerce model for above application.

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