

D.K.M. COLLEGE FOR WOMEN (AUTONOMOUS), VELLORE-1
SEMESTER EXAMINATIONS
APRIL - 2017
E - BUSINESS

CIS6A

Time : 3 Hours

Max. Marks : 75

SECTION – A (10 x 2 = 20)

Answer ALL the questions.

1. Distinguish between E - Commerce and E - Business.
2. What do you mean by online publishing?
3. What do you mean by I - Way?
4. What are the Commercial uses of Internet?
5. Define a) MILNET, b) NREN.
6. What do you meant by ISP?
7. What is EPS?
8. What is MIME?
9. Define E - Security.
10. Give Expansion for i) SSL, ii) HTTP.

SECTION – B (5 x 5 = 25)

Answer any FIVE of the following questions.

11. What are the driving forces that have led to growth of E - Commerce?
12. Explain about anatomy of E - Commerce applications.
13. What do you mean by Direct Marketing?
14. Explain about search engines with examples.
15. Identify the critical success factors of E - Tailing.
16. Explain about EFT.
17. Explain about Firewall in detail.
18. List out the dimensions for E - Commerce Security.

SECTION – C (3 x 10 = 30)

Answer ALL the questions.

19. (a) Explain about E - Commerce framework with neat diagram.

(Or)

(b) Explain NSFNET architecture.

20. (a) Explain about Mercantile Process Model.

(Or)

(b) Explain about Portals in detail.

21. (a) Explain about EDI in detail.

(Or)

(b) List out and explain the legal and ethical issues in E - Commerce environment.