

**Advanced Diploma in Information Technology (ADIT) /
Bachelor in Information Technology (BIT)**

Term-End Examination

December, 2007

CST-304 : E-COMMERCE

Time : 3 Hours

Maximum Marks : 75

Note : *There are two sections in this paper. Section A is compulsory. Answer any three questions from Section B.*

SECTION A

1. State true/false for the following statements : 5
 - (i) E-Commerce is more suitable for non-standard goods, perishable goods and extremely high-value goods.
 - (ii) LGegbuy.com is the example website for B2C type of E-Commerce.
 - (iii) Full form for C2C E-Commerce is Commerce to Customer.
 - (iv) Priceline.com is the example website for C2B type of E-commerce.
 - (v) The SET Protocol is specifically designed to support secure credit card transactions over the Internet.

2. Expand and explain the following : 10
 - (i) SSL
 - (ii) SGML
 - (iii) VPN
 - (iv) SCM
 - (v) B2B E-Commerce

3. What is on-line publishing ? Explain the components of on-line publishing. 15

SECTION B

Answer any **three** questions from this section.

4. (i) Discuss the features of any C2C E-Commerce system. 7
(ii) Explain the security measures to be considered for any B2B E-Commerce system. 8
5. Discuss the steps in the process-oriented commerce development approach with reference to any web enabled E-Commerce system. 15
6. Explain the following web-enabled services with respect to the time saving, efforts of the user, convenience and quality factors : 15
(i) Banking
(ii) Stock trading
(iii) Education
7. Explain the role and support of E-Commerce in the following applications : 15
(i) Real estate business
(ii) Insurance sector
(iii) Jobs and employment sites
(iv) Entertainment sites
(v) Travel