

(i) Printed Pages : 2

Roll No.

(ii) Questions : 9

Sub. Code :

1	7	5	8	8
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Exam. Code :

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**B.A./B.Sc. (General) 6th Semester
(2055)**

COMPUTER SCIENCE

Paper : CS11 E-Commerce

Time Allowed : Three Hours]

[Maximum Marks : 30

Note :— Attempt **five** questions in all, selecting **one** question from each of the Units I, II, III and IV and the compulsory question number 9.

UNIT—I

1. Which factors have motivated E-commerce ? Explain its types along with advantages and limitations. 6
2. What is the relation between web and electronic commerce ? Explain the various benefits of Web along with the various web software development tools. 6

UNIT—II

3. Which are the various e-commerce maintenance strategies ? Explain the various ethical issues also. 6
4. What is ISP ? How do you choose and register for its domain name ? Elaborate the working of ISPs in detail. 6

UNIT—III

5. Which are the various requirements to make internet based payments ? Exemplify any three payment systems along with the associated issues and implications. 6
6. Explain and exemplify various internet marketing techniques and cycles in detail. 6

UNIT—IV

7. Draw difference among firewall, gateways and proxy servers for their relative advantages and disadvantages. 6
8. Define Encryption. Explain its various types. Also reflect few associated implementation and management issues. 6

(Compulsory)

9. Explain :
- (a) E-commerce applications
 - (b) Steps in Lifecycle of website building
 - (c) Pros and cons of online marketing
 - (d) Digital Signature. 1.5×4=6