LG-123
April-2014
T.Y. M.SC. (CA & IT) Sem.-VI
(Integrated)
E-Commerce & E-Governance

Time : 3 Hours] [Max. Marks : 100

1. Answer all : 2 × 10 = 20
   (1) List down advantages and disadvantages of E-commerce.
   (2) Explain the following :
       (a) Transaction cost
       (b) Vertical Integration
       (c) Direct Materials Purchasing
       (d) Logistics Activities
       (e) B2B, C2C e-commerce strategies

2. Answer any four : 4 × 5 = 20
   (1) Explain briefly the different modes of communication to potential customers to carry the marketing message. Justify the methods considering trust, cost and number of customers reached.
   (2) Explain merchant account and processing payment cards online.
   (3) Briefly explain privacy, security, independence, portability and convenience issues/concerns about e-cash.
   (4) Write a brief note on free-for service model and advertising supported revenue model.
   (5) What is an e-wallet? Explain its working.

3. (a) Answer any two : 2 × 5 = 10
   (1) Explain how you will ensure transaction integrity with Hash Functions and Digital Signatures.
   (2) Write short note on Firewalls.
   (3) Explain with proper example the three categories of computer security classifications.
(b) Explain/define the following:
1. Steganography
2. Dictionary attack programs
3. Certification Authority
4. Computer Security
5. Cookies

4. (a) Answer any three:
1. Explain the concept of “Digital Divide in Society”.
2. Explain the principle and applications of “Broadcasting Dissemination Model”.
3. What does the “initial” level refers to in e-governance maturity model? Write its characteristics.
4. Explain in detail the “planned” stage in e-governance maturity model.

(b) Answer all:
1. Define: e-governance.
2. Which IT tools are required for implementing e-governance?
3. Give name of any one website implementing Critical Flow Model.
4. Which type of websites come under Mobilization ad Lobbying model?
5. What is the fundamental motive behind e-governance?

5. (a) Write a short note on “Legal Infrastructural Preparedness” and “Human Infrastructural Preparedness”.

(b) Answer any two:
1. Explain the concept of re-readiness.
2. Explain any three stages of evolution in e-governance.
3. List with proper examples some of the application areas of Data Warehouses and Data Mining.