

Seat No. : \_\_\_\_\_

**AH-125**

**April-2015**

**T.Y. M.Sc., (CA & IT), (Integrated)**

**E-commerce & E-governance**

**Time : 3 Hours]**

**[Max. Marks : 100**

1. (A) Explain the following concepts briefly : **10**
- (a) Merchandising
  - (b) B2B, B2G
  - (c) Transaction cost
  - (d) Vertical Integration
  - (e) Value Chain
- (B) Write five points each with proper justification the advantages and disadvantages of E-commerce. **10**
2. (A) Explain the following concepts briefly : **10**
- (a) Advertisement subscription model
  - (b) Digital content revenue model
  - (c) Affiliate Marketing
  - (d) Merchant Bank
  - (e) Client side e-wallet
- (B) Answer Both **2 × 5 = 10**
- (1) Define “Branding”. Explain the three elements of branding with proper examples.
  - (2) Write a short note on e-cash.
3. (A) Write short notes on the following : (any **three**) **15**
- (a) Search Engines
  - (b) SSL protocol
  - (c) Asymmetric and Symmetric encryption
  - (d) Digital Certificates

- (B) Define the following : 5
- (a) Eavesdropper
  - (b) Threat
  - (c) Countermeasure
  - (d) Session cookies
  - (e) Steganography
4. (A) Explain the following terms briefly : 10
- (a) Digital Divide
  - (b) BPR
  - (c) Disintermediation
  - (d) Closed state in maturity model
  - (e) Principle behind comparative analysis model
- (B) Answer any **two** : 2 × 5 = 10
- (1) Explain the four steps of “realized” state of e-governance maturity model.
  - (2) Evaluate the Critical Flow Model and Mobilization and Lobbying model.
  - (3) Explain the characteristics of “Initial” and “Institutionalized” stages of e-governance maturity model.
5. Answer **all** : 4 × 5 = 20
- (1) Write a brief note on Evolutionary Stages in e-governance.
  - (2) Explain with proper example the principle, applications and evaluation of G2C2G model.
  - (3) Explain Data systems infrastructure and Technological infrastructure preparedness.
  - (4) Explain with proper examples the applications of Data warehouses and data mining in the field of Agriculture, Tourism and Rural development.
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