MU-144

March-2019

T.Y. Integrated M.Sc. (CA & IT), Sem.-VI

Electronic Commerce and E-Governance

Time : 2:30 Hours]   **[Max. Marks : 70**

1.   (A)   Answer the following : (Any **two**)   **10**

      (1)   Explain Trust issues on the web, Infrastructure issues in E-Commerce.

      (2)   How information flow in EDI (Electronic Data Interchange) in purchase processing.

      (3)   What is E-Commerce ? Explain advantage and disadvantage of E-commerce in detail.

  (B)   Define the following :   **4**

      (1)   Merchandising

      (2)   Contract Purchasing

      (3)   Indirect Material

      (4)   Full Form of RFID

2.   (A)   Answer the following : (Any **two**)   **10**

      (1)   What do you mean by Revenue model in E-commerce ? To sell Smartphone using E-Commerce which revenue model you will use ? Explain that revenue model in detail.

      (2)   Explain types of market segmentation in detail with example.

      (3)   Explain payment cards in detail and also explain advantage and disadvantage of payment cards.

  (B)   Define the following :   **4**

      (1)   Write down 4P's of Marketing

      (2)   Spider

      (3)   Credit Card

      (4)   Micropayment

3. Answer the following : **14**

    (1) Define e-readiness. Explain "Human Infrastructural Preparedness" and Institutional "Infrastructural Preparedness".

    (2) List and explain application areas of Data Warehouses and Data Mining.

4. Answer the following : **14**

    (1) What is E-Governance ? Explain the difference between Government and Governance. And also explain evolution of E-Governance.

    (2) Mention all models of Digital Governance. Explain any two Digital Governance model in detail with its advantage and disadvantage.

5. Answer the following : (Any **two**) **14**

    (1) What is Active Content ? Active Content can be provided in several forms which are they ? Explain any one in detail

    (2) What is firewall ? List and explain categories of firewall.

    (3) Explain Symmetric Encryption and Asymmetric Encryption.

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