

Seat No. : _____

LE-125
April-2014
IV M.Sc. (CA & IT)
(Integrated)
E-Commerce

Time : 3 Hours]

[Max. Marks : 100

1. Answer **all** : **2 × 10 = 20**
- (1) Explain the categories of e-commerce with proper examples.
 - (2) What is value chain ? Explain briefly the primary and supporting activities in a value chain.
2. Answer any **four** : **4 × 5 = 20**
- (1) Explain the different elements of branding along with proper examples.
 - (2) List down the advantages and disadvantages of payment cards.
 - (3) Write a short note on processing payment cards online.
 - (4) Explain with proper examples : Web catalogue model and fee for transaction model.
 - (5) What is market segmentation ? Explain with proper examples the different categories of market segments.
3. (a) Answer any **two** : **2 × 5 = 10**
- (1) Write short note of Asymmetric and Symmetric Encryption.
 - (2) Write short note on S-HTTP.
 - (3) What is a Firewall ? Explain the different categories of Firewalls.
- (b) Explain / define the following : **10**
- (1) CERT
 - (2) Hash coding
 - (3) Active content and Java applets
 - (4) Cookies

- (5) Countermeasure
4. (a) Answer any **three** : **3 × 5 = 15**
- (1) Explain the issues involved in implementing e-governance applications.
 - (2) Justify the reasons behind “closed” level in e-governance maturity model.
List down its characteristics.
 - (3) What is the principle of Critical Flow model ? Evaluate it.
 - (4) Explain the four sub levels of “Realized” state in e-governance maturity model.
- (b) Answer **all** : **5**
- (1) Justify briefly how e-governance implies e-democracy.
 - (2) Give name of any one website implementing Broadcasting Dissemination model.
 - (3) Which types of websites come under Comparative Analysis model ?
 - (4) Define : e-governance.
 - (5) List down the five maturity levels in e-governance.
5. (a) Write a short note on : “Evolutionary stages in e-governance”. **10**
- (b) Answer any **two** : **2 × 5 = 10**
- (1) Write brief note on “Technological infrastructural preparedness”.
 - (2) Explain the concept of e-readiness.
 - (3) Explain with proper examples the concept of Data warehousing and data Mining in the field of Agriculture and Census data.
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