

Seat No. : _____

AC-152

April -2018

M.Sc. (CA & IT) Integrated, Sem.-VI
E-Commerce and E-Governance

Time : 3 Hours]

[Max. Marks : 100

1. Answer the following :
 - (A) Explain the following briefly : (Any **Five**) **10**
 - (1) Value Chain.
 - (2) Micro Marketing.
 - (3) Transaction cost.
 - (4) B2G and B2C.
 - (5) Direct and Indirect Material.
 - (6) Paid Placement.
 - (B) List down and explain advantages and disadvantages of E-commerce. **10**
2. Write short notes on the following : (Any **Four**) **20**
 - (1) Web catalogue revenue models.
 - (2) Elements of Branding.
 - (3) Brand Leveraging and Brand Consolidation Strategies.
 - (4) Briefly describe an e-wallet. Explain the difference between client side e-wallet. and server side e-wallet with their advantages and disadvantages.
 - (5) Write note on Processing Payment Cards Online.
3. Answer the following :
 - (A) What is encryption and cryptography ? Write six points of difference between Asymmetric and Symmetric encryption. **8**
 - (B) Define/ Explain the following : (Any **Six**) **12**
 - (1) White hat hacker and black hat hacker
 - (2) Secrecy Threat with an example
 - (3) Active wiretapping and Cyber vandalism
 - (4) Elements of Digital Certificate
 - (5) Packet Server Firewall and Proxy Server Firewall.
 - (6) Perimeter Expansion Problem
 - (7) Dictionary Attack Program

4. Answer the following :
- (A) Explain G2C2G with its principle, evaluation and its applications. **8**
 - (B) Answer the following : **12**
 - (1) Explain the E-ready, partially open and Open phases of Realized state.
 - (2) Evaluate broadcasting, comparative analysis and critical flow model.
5. Answer the following :
- (A) Explain the evolutionary stages of E-governance. **10**
 - (B) Answer the following : **10**
 - (1) Explain the importance of Legal, Institutional and Human infrastructural preparedness.
 - (2) Explain with proper examples uses of National Data Warehouse in areas of Agriculture and Rural development. What kind of information can be mined from stored data ?
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