

END TERM EXAMINATION

THIRD SEMESTER [MCA] JANUARY-FEBRUARY 2023

Paper Code: MCA-225

Subject: E-Business Systems

Time: 3 Hours

Maximum Marks: 75

Note: Attempt five questions in all including Q. No.1 which is compulsory. Select one question from each unit.

- Q1 Answer the following questions, briefly: (2.5x10=25)
- Compare e-commerce with e-business.
 - State the reason why business-to-business e-commerce is called e-procurement.
 - Encrypt the plain text "e-Commerce is an Elective Course in Master of Computer Applications" using Rail Fence technique with depth 3.
 - What is digital certificate (in context to public key infrastructure) and how it is obtained?
 - Identify the role of merchant account in electronic payment system. List the characteristics of merchant account.
 - With a neat diagram, demonstrate the step-by-step process of payment via direct debit.
 - Describe different type of electronic document interchange (EDI) envelopes used for EDI document transmission.
 - Which types of business organizations use "Free for Many, Fee for a Few" revenue model, and why?
 - Define m-commerce? Identify the barriers for m-commerce.
 - Describe various web marketing strategies.

UNIT-I

- Q2 (a) Explain various categories of e-commerce by giving two examples of each category. (6.5)
- (b) Identify the need of virtual private network (VPN). Discuss the working of VPN with its advantages and disadvantages. (6)

OR

- Q3 (a) Describe the functional versions of e-commerce. Identify the challenges of e-commerce in India. (6.5)
- (b) Explain the Porter's value chain model. By considering an appropriate example, discuss the way of creating industry value chain. (6)

UNIT-II

- Q4 (a) Differentiate between HTTP and HTTPS. Illustrate the process of secure accessing of a website using secure sockets layer (SSL) approach. (6.5)
- (b) Explain digital signature and its use? Describe the mechanism of combining digital signature and encryption to ensure message authentication and non-repudiation. (6)

OR

- Q5 (a) Compare private key cryptography and public key cryptography. Discuss the strengths and weakness of Rivest-Shamir-Adleman (RSA) algorithm of cryptography. (6.5)
- (b) Identify the need of public key infrastructure (PKI)? Describe various components of PKI. (6)

P.T.O.

MCA-225

P.

UNIT-III

- Q6/ (a) Illustrate the step-by-step process of 'Authorization' and 'Clearing and Settlement' phases of online payments via debit card. (6.5)
 (b) Describe 'Direct Deposit' and 'Unified Payments Interface (UPI)' methods of electronic fund transfer (EFT) payments. Compare NEFT, RTGS and IMPS payment approaches. (6)

OR

- Q7 (a) Explain the Electronic Payment System (EPS). Describe various components of EPS. (6.5)
 (b) Discuss the role of electronic data interchange (EDI) in e-business. Illustrate the working of EDI. (6)

UNIT-IV

- Q8 (a) Compare digital commerce and electronic commerce. Discuss the challenges and trends in digital commerce. (6.5)
 (b) Define revenue model over Internet. Explain different types of revenue models over Internet. (6)

OR

- Q9 (a) Explain why mobile commerce is considered as next-generation of e-commerce. Describe the various categories of mobile commerce with their importance. (6.5)
 (b) Describe the following business models over Internet, by identifying atleast three examples (web portals) for each model: (a) manufacturer model, (b) infomediary model, and (c) affiliate model. (6)

MCA-225
 P26