(i)   **Printed Pages : 2**   Roll No. ....

(ii)   **Questions   : 9**   **Sub. Code :** | 0 | 5 | 8 | 8 |

                                      Exam. Code : | 0 | 0 | 0 | 6 |

B.A. /B.Sc. (General) 6ᵗʰ Semester

(2054)

COMPUTER SCIENCE

Paper–CS11 : E-Commerce

Time Allowed : Three Hours]   **[Maximum Marks : 30**

Note :— Attempt **one** question from each Unit and compulsory Question No. 9.

UNIT—I

1. (a) What is the Motivation and History of E-commerce ? Explain.   3

    (b) Explain any three web-software development tools in detail.   3

2. (a) What is E-commerce ? Explain Business to Consumer, Business to-Business and Consumer to-Business in detail.   3

    (b) What is WWW ? Explain web architecture and its components in detail.   3

UNIT–II

3. (a) How do you design and host a website ? Explain.   3

    (b) Explain various legal and ethical issues in E-commerce. 3

4. (a) What is ISP ? How do you choose, register and work for ISP ? 3

   (b) Explain various maintenance, strategies for E-commerce. 3

UNIT—III

5. (a) Why are internet based payments media required ? Explain any two media of your choice. 3

   (b) What is on-line marketing ? Explain Pros and Cons of on-line marketing. 3

6. (a) What is electronic payment systems ? Explain various issues and implications in detail. 3

   (b) Explain various internet marketing techniques in detail. 3

UNIT—IV

7. (a) How do you ensure network security through firewalls and Gateways ? Explain. 3

   (b) Exemplify various types of Encryption in detail. 3

8. (a) What is Proxy Server ? Explain associated advantages and disadvantages as well. 3

   (b) Write detailed note on digital signatures and digital certificates in detail. 3

(Compulsory)

9. Explain :

   (a) Transaction Security

   (b) E-commerce implementation strategies

   (c) Advantages and limitations of E-Commerce. 2×3=6