

Name:

Enrolment No:



**UNIVERSITY OF PETROLEUM AND ENERGY STUDIES**

**End Semester Examination, December 2019**

**Course: Foundation of E-Commerce**

**Course Code : CSER 3005**

**Semester: V**

**Programme: B.Tech (CSE) - ECRA**

**Time: 03 hrs.**

**Max. Marks: 100**

**Instructions:**

**Section A**

<b>S. No.</b>		<b>Marks</b>	<b>CO</b>
<b>1.</b>	Differentiate between B2B, B2C and B2G using suitable examples.	<b>4</b>	<b>[CO1]</b>
<b>2.</b>	Explain the features of Client/Server Computing. How do TPS systems affect performance of e-commerce sites?	<b>4</b>	<b>[CO2]</b>
<b>3.</b>	Outline electronic payment system. Also, explain the significance of e-Cash and e-Cheque.	<b>4</b>	<b>[CO3]</b>
<b>4.</b>	Explain Public Key Cryptography. Describe its advantages and disadvantages.	<b>4</b>	<b>[CO4]</b>
<b>5.</b>	Explain and justify the desirable characteristics of an Electronic Market Place.	<b>4</b>	<b>[CO5]</b>
<b><u>Section B</u></b>			
<b>6.</b>	Explain the Generic Framework for e-Commerce with the help of suitable diagram and example.	<b>10</b>	<b>[CO1]</b>
<b>7.</b>	Elaborate the risks involved in Electronic Payment Systems. Also, describe the risk management techniques for Electronic Payment Systems.	<b>10</b>	<b>[CO3]</b>
<b>8.</b>	Discuss various threats posed by servers in a client server environment.  <b>OR</b>  Discuss password schemes and Biometric systems for implementing client-server network security.	<b>10</b>	<b>[CO4]</b>
<b>9.</b>	a) Explain Virtual merchants, Catalog Merchants and online Malls with suitable example. b) Justify your opinion on the statement, "Online retailing is threat to traditional retailers"	<b>10</b>	<b>[CO5]</b>

	<b><u>Section C</u></b>		
<b>10.</b>	<p>Explain the risk factors associated with E-cash. Differentiate between bilateral and trilateral transactions. Justify how e-cash effect the government revenues.</p> <p style="text-align: center;"><b>OR</b></p> <p>a) Compare and contrast smart card and traditional credit cards. Briefly discuss the disadvantages of credit cards as the standard for online payments. How does requiring a credit card for payment discriminate against some consumers?</p> <p>b) Explain Data Encryption Standard (DES). Justify the reasons for making DES is so popular.</p>	<b>20</b>	<b>[CO3, CO4]</b>
		<b>10</b>	<b>[CO3]</b>
		<b>10</b>	<b>[CO4]</b>
<b>11.</b>	<p>Imagine you are the owner of an e-commerce web site. Define the signs that mentions that your site has been hacked. Discuss the major types of attacks you could expect to experience and the resulting damage to your site.</p>	<b>20</b>	<b>[CO5]</b>