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Question Paper Code : 21498

B.E./B.Tech. DEGREE EXAMINATION, MAY/JUNE 2013.

Seventh Semester

Information Technology

IT 2031/IT 701 – ELECTRONIC COMMERCE

(Regulation 2008)

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. List out the factors for the success of Internet.
2. Give the role of E-commerce.
3. Define markup language.
4. List out the Internet utility programs.
5. What is the use of web portals?
6. List the functions of a web server.
7. What is copy right and intellectual property?
8. List any two advantages and disadvantages of electronic cash.
9. What is the impact of intelligent agents in E-Commerce?
10. Give the limitations of intelligent agents.

PART B — (5 × 16 = 80 marks)

11. (a) Explain role of WWW and Internet in E-Commerce.

Or

- (b) (i) Explain the value chains in E-Commerce. (10)
- (ii) Differentiate between traditional commerce and E-Commerce. (6)

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12. (a) (i) Explain the TCP/IP protocol suite. (10)
(ii) Compare and contrast SGML, HTML and XML. Which type of mark up language is suitable for e-commerce application. Justify your answer. (6)

Or

- (b) Illustrate the web client/server architecture with suitable examples.

13. (a) Explain the different web based tools for E-Commerce.

Or

- (b) Write short notes on followings :

- (i) Search Engines (6)
(ii) Push Technologies (6)
(iii) Intelligent Agents (4)

14. (a) Explain the E-business security concerns, threats and solutions of Internet E-Commerce taking an electronic market as a model.

Or

- (b) Explain the method of credit card based electronic payment systems using third party verification.

15. (a) Discuss the impact of WWW on business and marketing strategies.

Or

- (b) (i) Describe the different types of on-line advertising mechanisms. How are intelligent agents utilized for the on-line advertising mechanism. (6 + 4)
(ii) In web page design, is it better to place as much information as possible on a page or to keep it simple? Why? (6)