Seat No.: _____ *Enrolment No._____*

GUJARAT TECHNOLOGICAL UNIVERSITY

M. E. Sem. – IInd - Examination – June/July- 2011

Subject code: 1722303

Subject Name: Electronic & Mobile Commerce Technology

Date:27/06/2011 **Time: 10:30 am – 01:00 pm**

Total Marks: 70

Instructions:

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

Q-1

a) Describe the model (technology & business aspect) in detail to develop web presense for 'Tiffin' distribution service for Establishment near Hospital area like civil hospital. **7**

b) In what way is security a limitation of e-commerce? **7**

Q-2

a) What is a blog? Does it make sense to share personal information with others by blogging? Explain. **7**

b) How is Client computers attacked? And Server computers are attacked? **7**

OR

b) Summarize the key benefits and drawbacks of peer-to-peer networks. **7**

Q-3

a) Distinguish between the following: **7**

a. Intranet and Extranet
b. Two-tier and three-tier architecture
c. Server PC and Client PC
d. Spamming and flaming

b) Explain briefly the various types of Web-hosting services. **7**

OR

Q-3

a) Explain the justification for introducing or adopting a wireless web. **7**

b) A Web site can offer a variety of labor-saving services. Do you agree? Give examples. **7**

Q-4

a) Color and Graphics are important in web site design. How do you know how many graphics or what type of color to incorporate in a Web site? Be specific. **7**

b) What is spam? How does it differ from viral marketing? Discuss in detail. **7**

OR

Q-4

a) Why are portals needed? How are portals similar to the concept of data warehouses and data marts? **7**

b) In what way is B2B considered collaborative commerce? Elaborate. **7**

Q-5

a) Elaborate on some of the ethical issues surrounding the Internet. What single issue do you consider the most important? Why? **7**

b) Distinguish between: **7**

a. Authentication and nonrepudiation
b. Integrity and privacy
c. Nonrepudiation and integrity
d. Cipher and ciphertext
e. Stream cipher and block cipher

OR

Q-5

a) Elaborate on the security design process. What steps are involved? How does each step contribute to effective security? **7**

b) Distinguish between: **7**

a. Atomicity and isolation
b. Scalability and interoperability
c. Consistency and durability
d. Authentication and interoperability

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