

2. A _____ is a device that includes an embedded integrated circuit chip [ICC] that can be either a micro controller or equivalent intelligence with internal memory or a memory chip alone.
- (a) Smart Cards (b) E-Cheques
(c) E-Cash (d) Cheque
3. SET means
- (a) Standard Electronic Technology
(b) Standard Electronic Transfer
(c) Secure Electronic Transaction
(d) State Education Tools
4. The power of Internet as a global access was felt with the introduction of the _____ in 1994
- (a) WWW (b) B2B
(c) B2C (d) C2C
5. A _____ Provides a way to associate the message with the sender and is the equivalent of ordinary signature
- (a) Cyber Signature
(b) Digital Signature
(c) SSL
(d) Cryptography

6. Which one of the following is not a principle of e-commerce?
- (a) Privacy
 - (b) Integrity
 - (c) authentication
 - (d) robustness
7. What are plastic cards the size of a credit card that contains an embedded chip on which digital information can be stored?
- (a) Customer relationship management system cards
 - (b) E-government identify cards
 - (c) FEDI cards
 - (d) Smart cards
8. E - Commerce is not suitable for _____
- (a) Sale / Purchase of expensive jewellery and antique
 - (b) Sale / Purchase of mobile phones
 - (c) Sale / Purchase of branded clothes
 - (d) Online job searching

9. Which of the following is a method of transaction money from one person's account to another person's account?
- (a) Electronic Cheque
 - (b) Credit Card
 - (c) E - transfer
 - (d) Debit Card
10. The concept of Electronic cash is to execute payment by _____
- (a) Credit Card
 - (b) ATM Card
 - (c) Using computers over network
 - (d) Cheque

PART B — (5 × 5 = 25 marks)

Answer ALL questions choosing either (a) or (b).

Each answer should not exceed 250 words.

11. (a) Explain the E-Commerce opportunities for industries ?

Or

- (b) Explain Emergence of the Internet.

12. (a) Write note on advantages of B2B.

Or

(b) Write note on Telnet and FTP.

13. (a) Explain about achieving web presence goals.

Or

(b) Write note on E-Advertising.

14. (a) Write note on benefits of an Internet firewall.

Or

(b) Explain the E-business risk management issues.

15. (a) Explain the features of Credit cards.

Or

(b) Mention the characteristics of E-Cash.

PART C — (5 × 8 = 40 marks)

Answer ALL questions choosing either (a) or (b).

Each answer should not exceed 600 words.

16. (a) Describe the classification on E-Commerce.

Or

(b) Write note on Advantages and Disadvantages of E-Commerce.

17. (a) Explain E-Business models based on the relationship of transaction parties.

Or

(b) Describe the Business Model.

18. (a) Explain the features of E-Branding.

Or

(b) Explain the browsing behaviour model.

19. (a) Discuss the Information System Security.

Or

(b) Explain about Firewall Components.

20. (a) Explain the online Financial services in India.

Or

(b) Mention the advantages of Electronic payment system.
