2021

COMPUTER SCIENCE — HONOURS

Paper : SEC-B-2

(E-Commerce)

Full Marks : 80

The figures in the margin indicate full marks.

Candidates are required to give their answers in their own words as far as practicable.

Answer **question no. 1** and **any four** from the rest.

1. Answer **any ten** questions :   2×10

   (a) State any two essential conditions to establish Secure Electronic transactions.

   (b) How does Digital Signature work?

   (c) Explain the use of EDI in financial sector.

   (d) Explain E-cash as a method of EPS.

   (e) What is the full form of DDoS? How does it occur?

   (f) Explain Trojan as a technique of hacking.

   (g) Mention any two virus protection technique.

   (h) What is SHTTP?

   (i) Explain the functionality of firewall.

   (j) How VPN works?

   (k) What do you understand by Search Engine Optimization?

   (l) Explain the use of 'Google AdWords'.

   (m) Explain the use of Geo-Location Targeting in E-commerce.

   (n) Write the functionalities of ISP.

2. (a) What are the key technologies of B2B E-commerce?

   (b) Explain architectural models of B2B E-commerce.

   (c) Describe the technical components required for E-commerce.   3+5+7

3. (a) What are the different issues will you consider to build a website for E-commerce?

   (b) Explain B2C and B2G with an example.

   (c) Explain any four types of network with suitable example.   4+(3+3)+5

Please Turn Over

4. (a) Discuss about the policies of corporate e-mail privacy.

    (b) What are the different mechanisms to secure a transaction?

    (c) Explain the use of Target Mail and Banner advertisement in web promotion.   4+3+(4+4)

5. (a) What is EDI? What are the steps associated with EDI?

    (b) Discuss about different strategies of web promotion.

    (c) How does shopping bots help customers?   (3+4)+4+4

6. (a) Explain the functionality of Digital signature. How does it work?

    (b) Write the steps of RSA.   4+4+7

7. Write short notes on (*any three*) :   5×3

    (a) Public key Encryption

    (b) Computer Crime

    (c) e-cycle of Internet marketing

    (d) Strategies to develop e-commerce website.

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