

2021

BUSINESS ADMINISTRATION — HONOURS

Paper : A405-SE-2

(E-Commerce)

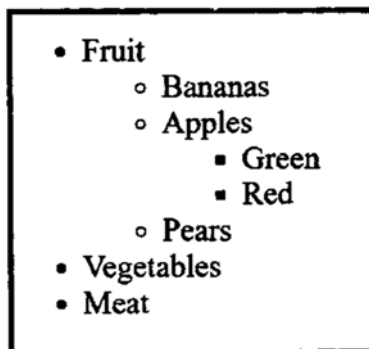
Full Marks : 80

The figures in the margin indicate full marks.

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

*Answer **any five** questions.*

1. (a) Write the HTML code for the following:



- (b) Name the property for controlling the image position in the background in css.
- (c) What are the advantages of external style sheets?
- (d) How can you create 4 horizontal frames in HTML? 7+3+2+4
2. (a) Write the functions of data link layer.
- (b) Write the difference between star topology and ring topology.
- (c) What are the different types of network? 3+3+10
3. (a) How can you achieve message authentication using digital signature?
- (b) What do you mean by symmetric key encryption and asymmetric key encryption?
- (c) Discuss advantages and disadvantages of Electronic Retailing.
- (d) Explain the working principle of VPN. 3+3+7+3
4. Explain B2B E-commerce using an example of a book distributor who stocks a large number of books, which he distributes via a large network of book sellers. Assume that the distributor has stocks of books of a large number of publishers and book sellers order books as and when their stock is low. Distributors give one month time to booksellers for payment. 16

Please Turn Over

5. Write short notes (*any four*): 4×4
- (a) ISP
 - (b) Comparative Advantage
 - (c) Value Chain Model
 - (d) SSL
 - (e) C2C E-commerce model
 - (f) E-cycle of internet marketing.
6. (a) Explain different types of competitive strategies.
(b) Briefly explain the components of Porter's value chain model. 6+10
7. (a) What is Electronic Retailing?
(b) How does Electronic Retailing work?
(c) What are the different kind of style sheets? Explain with example. 2+7+7
8. Explain the different kinds of security threats. 16
9. Explain the Legal Issues and Taxation Issues related to E-commerce. 16
10. (a) What do you mean by Electronic Payment System?
(b) Write the benefits and drawbacks of Electronic Payment System.
(c) Briefly explain the internet marketing strategies. 2+5+9
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