R(6th Sm.)-Internet & WWW etc.-H/DSE-6.1e-B/CBCS

2021

INTERNET AND WWW AND FUNCTIONAL e-BUSINESS SYSTEM — HONOURS

Paper : DSE-6.1e-B

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.

Module – I

(Internet and WWW)

Answer any four questions.

- 1. (a) Describe various types of addresses associated with the layers of TCP/IP model.
 - (b) Explain diagrammatically how TELNET helps in remote login.
- 2. "Transmission Control Protocol/Internet Protocol (TCP/IP) has become the core communications protocol for the Internet."- In the light of the above statement, explain the functioning of TCP/IP in the domain of e-commerce business. 10
- 3. (a) Describe different components of URL with an appropriate example.

	(b) Explain how communication takes place between web server and web browser.	5+5
1.	Explain how a search engine performs three actions.	10

- 4. Explain how a search engine performs three actions.
- 5. Explain the following terms:
 - (a) Internet
 - (b) Intranet
 - (c) Extranet
 - (d) Dynamic HTML
 - (e) WWW.

	6.	(a)	Discuss	briefly	the conceptua	l framework o	f Web (HTTP)	Publishing
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(b) Expla	ain different type	es of software wi	hich are used in Elec	ctronic Mail.	-	5+5

- 7. (a) Discuss briefly the basic architecture of establishing Enterprise-wise Security Framework.
 - (b) What are the factors to be considered before implementing such security framework? 7+3
- 8. Write short notes on:
 - (a) Spyware
 - (b) Ransom ware.

Please Turn Over

5 + 5

10

5 + 5

R(6th Sm.)-Internet & WWW etc.-H/DSE-6.1e-B/CBCS (2)

Module – II

(Functional e-Business System)

Answer any four questions.

- Discuss the possible areas of application of e-business mechanism in modern day business environment. State various obstacles arise in adopting e-business applications.
- **10.** Explain the interconnection between the information and strategy. State the steps of virtual value chain planning process with flowchart. 6+4
- 11. Distinguish between simple and multi-tiered website architecture. Discuss the different tools required for website optimization. 5+5
- 12. (a) Distinguish between RTGS and IMPS.
 - (b) Describe any three primary types of mobile payment applications.
- **13.** In the context of applicability of e-business marketing, discuss the significance of *any two* of the following concepts: 5+5

4+6

5 + 5

- (a) Search Engine Marketing
- (b) Display Ad Marketing
- (c) E-mail Marketing
- (d) Viral Marketing.

14. Write short notes on:

- (a) Opportunities and Challenges of Online Education Service
- (b) Scope and applications of Online Travel Services.
- 15. (a) Describe 5th generation wireless communication.
 - (b) What is GPRS? Briefly describe the protocols supported by GPRS. 4+(2+4)
- **16.** With a flowchart present how an online credit card transaction works. What are the limitations of online credit card payment systems? In this circumstances, discuss alternative online payment systems. 5+2+3