

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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