1. Answer question 1 and any FOUR from questions 2 to 7.
2. Parts of the same question should be answered together and in the same sequence.

Time: 3 Hours

Total Marks: 100

1. a) “E-Commerce is about developing Web Pages.” Do you agree with the statement? Justify your answer.
   b) What is URL? Why do we need it?
   c) Explain the concept of payment gateways and how they function?
   d) Explain the online business models of Flipkart and OLX? Are these business models same or different? Give justification for your answer.
   e) Differentiate between various types of E-Auctions with examples.
   f) Explain the use of SSL to secure the network.
   g) Explain Domain Name Disputes with an example.

2. a) List and explain the functions of various components of the architecture of Web-based E-Commerce system.
   b) List and discuss most important features that E-retailing website must have to run online business smoothly.

3. a) What is the significance of Firewall in ensuring security of transactions? Further differentiate between application level and circuit level firewall with examples.
   b) What is an Internet cookie? How do cookies make personalized Web page possible?

4. a) Explain Encryption Laws in E-Commerce.
   b) Explain Life Cycle of planning an On-line Business.

5. a) Explain various steps involved in the digital signature generation process in detail.
   b) What is virtual organization? What are the benefits and limitations of virtual organizations?

6. a) List and explain various steps involved in the basic operation of E-Cash system while making online purchase.
   b) What are the most common threats faced by organization related to E-Commerce security? What security controls can be implemented by organizations to deal with these threats.

7. Explain the following concepts:
   a) Intellectual Property issues in online business environment.
   b) Brick and Mortar Model
   c) Online Travel Sector