

JAMIA HAMDARD
Department of Computer Science & Engineering
School of Engineering Sciences & Technology
New Delhi-110062
MOOCS Examination 2023

Paper Name: E-BUSINES

Time: 3 Hours

Paper Code: BTECE

Maximum Marks: 75

Section A
Attempt All Questions

(7x5 = 35)

Q.	Questions	Marks	CO	BL
1.	What is e-Business? Discuss B2B and B2C models giving proper examples.	5	1	4
2.	Define Electronic Data Interchange (EDI). What are the components of Electronic Data Interchange?	5	4	3
3.	Explain how SSL protocol is used for secure transactions. Explain the advantages of e-commerce/e- Business.	5	3	5
4.	Discuss E-Governance . Explain the Business to an Administration model	5	2	3
5.	What is Firewall ? State the function of the Firewall in e-commerce. Explain its practical applicability.	5	3	4
6.	Discuss the characteristics of WEB 2.0 and give an example of each.	5	2	6
7.	What is the Internet infrastructure stack ? What is the relevance of this technological concept for markets?	5	5	5

Section – B

Attempt any FOUR questions from this section.

(4x10 = 40)

Q.	Questions	Marks	CO	BL
1.	Define digital cash or e-cash . Explain with an example how an online banking system works	10	1	6
2.	Explain the ways and means of protecting online website operations from hackers .	10	4	3
3.	What is RFID technology ? In what ways can it improve Supply chain management (SCM) functioning?	10	2	2
4.	What potential values do blogs and Twitter have for B2B Marketers?	10	3	5
5.	How social media analytics can be used in the Education sector? Explain with a hypothetical example.	10	2	1
6.	Write short notes: a) Digital Certificate b) Data Encryption Standard c) Risk in electronic payment System	10	2	6

BL : Bloom's Taxonomy Level (1-Remembering, 2-Understanding, 3-Applying, 4- Analyzing, 5-Evaluating, 6- Creating)