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Sem VII  
BE-CO  
E-Comm.

21/11/2014  
QP Code : 15291

(3 Hours)

[ Total Marks : 100

N.B. : (1) Question No. 1 is compulsory.

(2) Solve any four Questions from remaining six questions.

1. (a) Write a note on Rich Internet Application and Web 2.0 10  
(b) Explain working of SET in detail. Also explain the advantages of dual signature in SET? 10
2. (a) What are the key technologies for B2B E-commerce? Explain architectural models of B2B E-commerce 5  
(b) What do you understand by reverse auction? 5  
(c) Differentiate between Web Service and Web Site. 5  
(d) Differentiate between E-commerce and E-business
3. (a) What do you mean by session management? Explain various ways of session management. 10  
(b) Explain the role and support of E-commerce in the following applications: 10  
(i) Real estate business (ii) Insurance Sector
4. (a) What is Web Mashup Architecture? 5  
(b) Explain working of RSS? 5  
(c) What types of electronic payment systems are required in E-Commerce? Why are there different types of payment systems? Explain the necessary characteristics of each type of payment system and give an example, each of where it is used 10
5. (a) Explain revenue models for web portals and virtual communities? 10  
(b) Explain SOA, How SOA used in E-business, explain it with an example. 10
6. (a) Describe the strategy used by designers of web sites for getting a page added in search engines, and getting it ranked high for target keywords 5  
(b) Write note on hadoop? 5  
(c) Explain in brief the different types of E-commerce from the perspective of the buyer and seller relationship by giving suitable example for each 10
- 7 Write short note on :- 20  
(1) Cloud computing  
(2) Working of Search Engine