

BE - Comp - Sem - VII - old - E-commerce

**QP Code : 29700**

( 3 Hours)

[ Total Marks : 100

- N.B. :** (1) Question No. 1 is compulsory.  
(2) Write **four** from the remaining.  
(2) Assume data if required.

1. (a) What is a digital signature and Digital certificate? Explain with the help of an example and draw a schematic of a digital certificate. 10  
(b) What is e-cash? Explain any one Electronic payment system. 10
2. (a) Explain all the types of E-commerce models with an example of each. 10  
(b) What is shopping cart? Draw a neat schematic of components and their interaction in implementing the shopping cart. 10
3. (a) What is CAPTCHA? If CAPTCHA is not used in authentication and verification what sort of problems will be faced by the web site. 10  
(b) What is "Session Tracking"? What are different ways of session tracking? Exemplify each. 10
4. (a) What is Search Engine Optimization (SEO)? Explain techniques of SEO used in practice. 10  
(b) Explain working of a search Engine Also explain the role of web crawler in search engine data management. 10
5. (a) Explain the role of CRM in E-business consider a courier system and the CRM portal of the courier system. 10  
(b) What is SOAP? Explain one SOAP based application. 10
6. (a) What is SET protocol? Draw a neat schematic of SET transaction. 10  
(b) Explain different Auction Models and their use in Web based environment. 10
7. Write short notes (**Any Two**) 20
  - (a) REST Architecture
  - (b) WAP Architecture
  - (c) Middleware
  - (d) Mobile Agents