

Reg.No. _____



Karunya UNIVERSITY

(Karunya Institute of Technology & Sciences)
(Declared as Deemed-to-be University under Sec.3 of the UGC Act, 1956)

End Semester Examination – Nov/Dec – 2016

Code : **14CS2015**
Sub. Name : **E-Commerce**

Semester : **2016-17 ODD**
Duration : **3hrs**
Max. marks : **100**

ANSWER ALL QUESTIONS (5 x 20 = 100 Marks)

Q. No.	Sub Div.	Questions	Course Outcome	Marks
1.	a.	Illustrate the layered model for the internet with neat diagram.	CO1	12
	b.	From the perspective of the buyer and seller relationship, e-commerce applications can be divided into four categories. What are they? Explain with example.	CO1	8
(OR)				
2.	a.	Explain the web system architecture with a neat diagram.	CO1	10
	b.	Write notes on the following. i) Cookies ii) HTTP	CO1	10
3.	a.	What is CGI? Explain in detail.	CO2	8
	b.	Design an attractive web page for a multipurpose mall. The website has a welcome page with advertisements about the latest offers and events in various stores in the mall. Develop a servlet program to display a hello message on the web page when the user clicks the button. [Specification: Use html, head, body, img, a, p, ol, ul, table, form]	CO2	12
(OR)				
4.	a.	Explain the lifecycle of servlet with a neat diagram.	CO2	10
	b.	Explain the traditional session tracking techniques with examples.	CO2	10
5.	a.	Consider a message with a message code M=29. How will you generate a public key and private key for the message using RSA encryption algorithm when p=19, q=7 and e=7?	CO1	15
	b.	How will you achieve authentication and confidentiality using RSA encryption algorithm? Explain in detail.	CO1	5
(OR)				
6.	a.	Explain digital signature generation and verification with neat diagram.	CO1	10
	b.	Discuss the different categories of firewalls with neat diagrams.	CO1	10
7.	a.	Summarize the various models of retailing with examples.	CO1	20
(OR)				
7.	a.	Explain the internet advertising techniques and strategies in detail.	CO1	10
	b.	Write notes on functional and system testing.	CO1	10
<u>Compulsory:</u>				
9.	a.	What are the steps involved in building a Virtual Book Store? Explain in detail.	CO2	20

ALL THE BEST