

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.	Compare and contrast the traditional commerce with electronic commerce in a book shop business. Mention the opportunities and threats in both the categories.	CO1	8
(OR)				
2.	a.	Explain the web system architecture with a neat diagram.	CO1	10
	b.	Write notes on the following HTML tags. i) TABLE ii) FORM	CO1	10
3.	a.	Explain the Java Servlet API with example.	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 model of ASP with a neat diagram.	CO2	6
	b.	Explain the traditional session tracking techniques with examples.	CO2	14
5.	a.	Given p=3, q=11 and M=5, Elucidate the steps and perform encryption and decryption using the RSA algorithm.	CO1	15
	b.	Discuss any one category of firewall with neat diagram.	CO1	5
(OR)				
6.	a.	In a cinema ticket reservation system , where online bookings can be done in a cinema hall anywhere in the country, client sign in to use the booking and payment services provided by the system. Explain the security issues involved in implementing and maintaining the system.	CO1	10
	b.	Consider a Virtual Book Store wants to establish a secure connection with a business partner. Identify and explain the application of IPSec service formed between Virtual Book Store and business partner?	CO1	10
7.	a.	Summarize the various models of retailing with examples.	CO1	20
(OR)				
8.	a.	Explain the internet advertising techniques and strategies in detail.	CO1	10
	b.	Explain the usability testing procedures for checking a e-commerce website.	CO1	10
<u>Compulsory:</u>				
9.	a.	Explain the major modules involved in building a Virtual Book Store.What are the technologies you will prefer for building a Virtual Book Store and Why?	CO2	20

ALL THE BEST