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**UNIVERSITY**

(Karunya Institute of Technology & Sciences)

(Declared as Deemed-to-be University under Sec.3 of the UGC Act, 1956)

Reg.No. \_\_\_\_\_\_\_\_\_\_\_\_\_

**End Semester Examination – Nov/Dec – 2016**

**Subject Title: E-COMMERCE Time: 3 hours**

**Subject Code: 14CS2015 Maximum Marks: 100**

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|  | **PART-A (10 x 1 = 10 MARKS)** | |  |
| 1. | What is e-commerce? | | (1) |
| 2. | 192.0.0.0 IP address belongs to which category? | | (1) |
| 3. | Expand HTML. | | (1) |
| 4. | What is a servlet? | | (1) |
| 5. | Mention the security requirements of e-commerce applications. | | (1) |
| 6. | What is a firewall? | | (1) |
| 7. | How will you characterize software engineering as a three-stage modeling process? | | (1) |
| 8. | \_\_\_\_\_\_\_ -oriented e-commerce involves selling directly to consumers. | | (1) |
| 9. | Name an example for match-making service. | | (1) |
| 10. | Mention any one tool that can be used for web feature testing. | | (1) |
|  | **PART-B (5 X 3 = 15 MARKS)** | |  |
| 11. | Write notes on different classes of IP addresses. | | (3) |
| 12. | How will you embed an external stylesheet to a HTML file? | | (3) |
| 13. | Why is it difficult to employ private key encryption in an open e-commerce system? | | (3) |
| 14. | What is collaborative supply chain management? | | (3) |
| 15. | Mention the steps involved in developing a FIN. | | (3) |
|  | **PART-C (5 X 15 = 75 MARKS)** | |  |
| 16. | a. | Illustrate the layered model for the internet with neat diagram. | (10) |
|  | b. | Explain the web system architecture with neat diagram. | (5) |
|  | (OR) | |  |
| 17. | Briefly discuss on the following:  a. HTTP b. Cookies | | (10+5) |
| 18. | a. | Develop a servlet program to display a hello message on a web page when the user clicks the button | (9) |
|  | b. | What is CGI? Explain in detail. [ | (6) |
|  | (OR) | |  |
| 19. | a. | Explain the overview of Java Servlet API. | (5) |
|  | b. | Explain the traditional session tracking techniques with examples | (10) |
| 20. | 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? How will you achieve confidentiality using RSA encryption algorithm? Explain. | | (15) |
|  | (OR) | |  |
| 21. | a. | Explain digital signature generation and verification with neat diagram. | (9) |
|  | b. | Discuss the different categories of firewalls with neat diagrams. | (6) |
| 22. | Summarize the various models of retailing with examples. | | (15) |
|  | (OR) | |  |
| 23. | a. | Explain the internet advertising techniques and strategies in detail. | (10) |
|  | b. | Write notes on functional and system testing. | (5) |
| 24. | Create a home page for a Virtual Book Store using HTML.[Use images, hyperlinks, tables and forms] | | (15) |
|  | (OR) | |  |
| 25. | What are the steps involved in building a Virtual Book Store? Explain in detail. | | (15) |