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



**UNIVERSITY**

(Karunya Institute of Technology & Sciences)

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

**End Semester Examination – April/May– 2017**

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| **Sub. Code:** | **14CS2015** | **Duration :** | **3hrs** |
| **Sub. Name :** | **E-COMMERCE** | **Max. marks :** | **100** |

**ANSWER ALL QUESTIONS (5 x 20 = 100 Marks)**

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| Q. No. | Sub Div. | Questions | Course  Outcome | Marks |
| 1. |  | With neat diagrams explain the different layers and their functions in the internet model? | CO1 | 20 |
| (OR) | | | | |
| 2. | a. | Elucidate what are the steps in Web Page Design and Production. | CO1 | 10 |
|  | b. | List with examples different types of e-commerce. | CO1 | 10 |
| 3. | a. | In a Railway ticket reservation system , where online bookings can be done in a booking center 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. | Explain the web system architecture with neat diagram | CO1 | 10 |
| (OR) | | | | |
| 4. | a. | Explain the traditional session tracking techniques with examples | CO2 | 12 |
|  | b. | Write notes on the following HTML tags.   1. LINKS 2. FORM 3. IMAGES | CO2 | 8 |
| 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 the different categories of firewalls with neat diagrams. | CO1 | 5 |
| (OR) | | | | |
| 6. | a. | What is JDBC?With a neat diagram illustrate the layered infrastructure of JDBC. | CO1 | 10 |
|  | b. | Explain the model of ASP with a neat diagram | CO2 | 10 |
| 7. | a. | Explain digital signature generation and verification with neat diagram. | CO1 | 10 |
|  | b. | Explain the internet advertising techniques and strategies in detail. | CO2 | 10 |
| (OR) | | | | |
| 8. | a. | Explain the usability testing procedures for checking a e-commerce website. | CO1 | 10 |
|  | b. | Consider a Virtual Sweet Store wants to establish a secure connection with a business partner. Identify and explain the application of IPSec service formed between Sweet Store and business partner? | CO2 | 10 |
|  | | **Compulsory:** |  |  |
| 9. |  | Elucidate the major steps 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