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



**End Semester Examination – Nov/Dec – 2017**

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| **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. |  | 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 | 20 |
| (OR) | | | | |
| 2. |  | Illustrate the layered model for the internet with neat diagram. | CO1 | 20 |
|  |  |  |  |  |
| 3. |  | Design webpage for a book shop and set the font and color properties of the web page. The website also provides option for customer registration to get the membership benefits from the stores. [Specification: Use html, head, body, img, a, p, ol, ul, table, form.] | CO2 | 20 |
| (OR) | | | | |
| 4. |  | Describe in detail about the server side programming techniques | CO2 | 20 |
|  |  |  |  |  |
| 5. |  | Demonstrate the procedure of how to manipulate a relational database based on SQL commands | CO2 | 20 |
| (OR) | | | | |
| 6. | a. | Explain the traditional session tracking techniques with examples | CO2 | 10 |
|  | b. | Given p=3, q=11,e=7 and message code M=5, How will you generate a public key and private key for the message? Perform encryption and decryption using the RSA algorithm. | CO3 | 10 |
|  |  |  |  |  |
| 7. |  | Discuss the buy-side and sell-side e-commerce system business models with suitable diagrams and examples. | CO2 | 20 |
| (OR) | | | | |
| 8. |  | Discuss with case studies about various categories of E-services | CO3 | 20 |
|  |  |  |  |  |
|  | | **Compulsory:** |  |  |
| 9. | a. | Explain in detail internet advertising techniques and strategies. Also list the types of tests included in the quality assurance of the E-Commerce application. | CO2 | 10 |
|  | b. | Explain the general overview of major modules of in a virtual book store (VBS) system. | CO2 | 10 |

ALL THE BEST