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 – 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. | a. | Explain in detail, the different types of e-commerce along with an example. | CO1 | 10 |
|  | b. | Briefly discuss on the various myths about development and implementation of e-commerce. | CO1 | 10 |
| (OR) | | | | |
| 2. |  | Illustrate the layered model for the internet with neat diagram. | CO2 | 20 |
| 3. |  | 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 | 20 |
| (OR) | | | | |
| 4. |  | Describe in detail about the server side programming techniques. | CO2 | 20 |
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| 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. | Elucidate the steps and perform encryption and decryption using the RSA algorithm. | CO3 | 10 |
|  |  |  |  |  |
| 7. |  | Elaborate the need for firewalls and the different types of firewalls with neat diagrams. | CO3 | 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 in a virtual book store (VBS) system. | CO2 | 10 |

ALL THE BEST