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



**End Semester Examination – Nov / Dec – 2019**

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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. | Paraphrase the different types of E-Commerce with proper example. | CO1 | 15 |
| b. | State the advantages and disadvantages of E-Commerce. | CO1 | 5 |
| **(OR)** | | | | |
| 2. | a. | Discuss the necessity of HTTP protocol and its methods in E-Commerce applications. | CO1 | 15 |
| b. | Summarize the myths of E-Commerce development and implementation. | CO1 | 5 |
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| 3. | a. | Give the overview of Java servlet and its architecture with a sample java servlet program. | CO1 | 15 |
| b. | Draw the three-tier network model and explain its components. | CO1 | 5 |
| **(OR)** | | | | |
| 4. | a. | List the different types of JDBC drivers and show the steps to establish a connection with the relational database with necessary code snippets. | CO1 | 15 |
| b. | Write the steps involved in User Interface Design process. | CO1 | 5 |
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| 5. | a. | Elaborate on session tracking techniques in E-Commerce application with examples. | CO2 | 15 |
| b. | List and explain the various types of firewalls. | CO2 | 5 |
| **(OR)** | | | | |
| 6. | a. | Discuss the need for security of E-Commerce applications. Show the steps involved in RSA algorithm with an example. | CO2 | 15 |
| b. | Differentiate between integrity and confidentiality with its protection techniques. | CO2 | 5 |
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| 7. | a. | Illustrate the architecture of WAP protocol and discuss its component details. | CO2 | 15 |
| b. | Compare HTML with XML. | CO2 | 5 |
| **(OR)** | | | | |
| 8. | a. | Appraise Secure Electronic Transaction (SET) protocol and discuss its role in secure payment methods of E-Commerce applications. | CO3 | 15 |
| b. | State the benefits of E-retailing over traditional retailing methods. | CO3 | 5 |
|  | | **Compulsory**: |  |  |
| 9. | a. | Elaborate the different types of advertising. Compare and constrast the traditional with web advertising. | CO3 | 10 |
| b. | Build a virtual book store with necessary client side scripting and server side scripting techniques. State the objectives and draw the home page design. | CO3 | 10 |