

Seat No.: \_\_\_\_\_

[16 & A-37]

No of Printed Pages: - 01

**SARDAR PATEL UNIVERSITY**

**BBA (ISM) SEM-V EXAMINATION-2016**

**SUBJECT: - E-commerce – I (UM05CBBS01)**

**Date: 26-11-2016**

**Day: Saturday**

**Time: 2:00 pm to 4:00 pm**

**Marks: 60**

- Q.1 Explain the limitations and benefits of e-commerce. 15
- OR**
- Q.1 What is e-commerce? Explain the driving forces of e-commerce. 15
- Q.2(a) Explain the terms digital certificate and digital signature. 8
- (b) What is protocol? Explain TCP-IP in detail. 7
- OR**
- Q.2(a) Write a short note on HTTP and Domain name. 8
- (b) What is internet security? Describe the cornerstones of internet security. 7
- Q.3(a) What is electronic payment system? Explain security schemes in secret key and public key cryptography electronic payment system. 8
- (b) Explain the players and the process of using credit card system with proper figure. 7
- OR**
- Q.3(a) Write a short note on electronic fund transfer and debit card system on internet. 8
- (b) Write a detail note on Transaction certificate and Time stamp. 7
- Q.4(a) Write a short note on Consumer behavior model. 8
- (b) Describe the personal characteristics and demographics of surfers in brief. 7
- OR**
- Q.4(a) Write a detail note on Consumer Purchasing Decision making. 8
- (b) Discuss the roles of intelligent agents for consumers in e-commerce. 7

\*\*\*\*\*