

Total No. of Questions :8]

[Total No. of Printed Pages :2

Roll No

IT-721 (GS)**B.E. VII Semester**

Examination, December 2017

Grading System (GS)**E-Commerce and Governance***Time : Three Hours**Maximum Marks : 70*

- Note:** i) Attempt any five questions.
ii) All questions carry equal marks.

1. a) What is e-Commerce? What are the advantages of e-Commerce. 7
b) Name all e-business models and describe any two of them. 7
2. a) What do you mean by Electronic Data Interchange? Give benefits of EDI. 7
b) Write a short note on value chain and supply chain. 7
3. a) Explain the ways of paying for e-Commerce transactions. 7
b) Write a short note on m-Commerce. What do you mean by mobile banking? 7
4. a) How marketing is done on the web? What are marketing strategies? 7
b) What is the function of Payment Gateway? Explain with examples. 7

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5. a) Give benefits of introduction of E-Governance in a developing country like India. 7
b) Name four models of E-Governance. Explain any one of them in detail. 7
6. a) What are issues in E-Governance applications? Define E-Readiness in detail. 7
b) Explain how data mining and data warehousing is useful in E-Governance. 7
7. a) What are the security challenges in implementation of E-Governance? 7
b) Suggest some measures to overcome security risks associated with E-Commerce. 7
8. Write short notes on any two. 14
a) E-Wallet
b) G2C2G model of E-Governance
c) Advertising on the web
d) History of e-Commerce.
