1711N599 Candidate's Seat No :

B.Sc. Sem.-5 Examination
SE 305
Computer Science
November-2022

Time : 2-30 Hours] [Max. Marks : 70

Q.1		Write the following.	
	A	What is the Internet? Explain architecture of Internet and Intranet in detail.	7
	B	Explain characteristics of Internet and Extranet in detail.	7
		OR	
	A	What is an Intranet Application? Advantages of Intranet.	7
	B	What is an extranet Application? Advantages of Extranet.	7
Q.2		Write the following.	
	A	What is E - commerce? Explain classifications of E - commerce in detail	7
	B	Explain non business and intra business e commerce in detail	7
		OR	
	A	Explain different advantage of e-commerce.	7
	B	What is mean by B2C? How it works? Explain reasons for opt B2C.	7
Q.3		Write the following.	
	A	List out all key ingredients of a business model and Explain any five in detail.	7
	B	What is m-commerce? Explain types of electronics market in detail	7
		OR	
	A	What is B2B? Explain different model in B2B. What are the major advantages of B2B?	7
	B	Explain with suitable example the various business models for e-commerce.	7
Q.4		Write the following.	
	A	What is CRM? Explain any two advantages and limitations of CRM in detail.	7
	B	List out types of CRM and explain one to one marketing in detail.	7
		OR	
	A	Explain most popular electronic payment system.	7
	B	What are the benefits of using a CRM? Types Of CRM Applications Explained.	7

Q.5	Attempt any seven out of twelve.	14
	1. What is Extranet? List out all the characteristics of Extranet.	
	2. List out applications of Extranet and explain any of them.	
	3. Define B2B and B2C.	
	4. Define C2B and C2C.	
	5. List out success factors of E-commerce and explain any of them.	
	6. Define B2G, G2G.	
	7. Define one to one marketing.	
	8. Define E credit card and smart card.	
	9. What is mean by a technology based customer interface in e-commerce?	
	10. List the different classification of e-government. Explain any one.	
	11. Explain cryptography in security of e-payment system.	
	12. What is a mobile payment? How it works?	