

Time: 03 Hours

Marks: 80

Note: Question No 1 is compulsory

Attempt any 3 questions from remaining.

Assume suitable data whenever necessary

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- Q1. You are appointed as developer of e-comm website for Online business
Portal. Design and develop website to promote the same. 20
- Q2 A) Discuss security aspects in E-commerce 10
B) Explain Architecture of SET protocol 10
- Q3 A) Suggest strategies to migrate traditional business to online business. 10
B) What are the different ways for electronic marketing? 10
- Q4 A) What is value chain process in E-comm? Discuss with diagram 10
B) Discuss Technology and infrastructure in e-business 10
- Q5 A) What is Smart Card? Explain in detail 10
B) Discuss SCM with example 10
- Q6 A) Discuss CRM strategy based on B-C Model 10
B) What do you mean by EDI? Explain in detail. 10
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