

Time: 03 Hours

Marks: 80

Note: Question No 1 is compulsory**Attempt any 3 questions from remaining.****Assume suitable data whenever necessary**

-
- 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**
-