

Duration: 3hrs

[Max Marks:80]

N.B. : (1) Question No 1 is Compulsory.

(2) Attempt any three questions out of the remaining five.

(3) All questions carry equal marks.

(4) Assume suitable data, if required and state it clearly.

- 1 Attempt any FOUR [20]
- a Explain Internet of Things- driver for digital business.
  - b Explain different factors that affect consumer behavior
  - c Describe the need of security in e-commerce
  - d Explain different types of e-business
  - e Explain building blocks of mobile commerce.
- 2 a Explain Drivers of digital business- Big Data & Analytics, Mobile, Cloud Computing, Social media. [10]
- b Explain Opportunities and Challenges in Digital Business. [10]
- 3 a What do you mean by digital business infrastructure? Name the different hardware and software that are used in the e-infrastructure. [10]
- b Explain ERP and its components. [10]
- 4 a Explain Different types of cryptographic algorithms with suitable example. [10]
- b Describe the use of firewalls and their types. [10]
- 5 a Explain SSL and PKI? [10]
- b Explain selling and buying in private e-markets with respect to business to business E-Commerce. [10]
- 6 a Discuss various Legal, Ethics and Societal impacts of E-commerce [10]
- b What is business plan? Why it is required in any business organization? [10]

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