2021

INTERNET AND WWW AND FUNCTIONAL e-BUSINESS SYSTEM — HONOURS

Paper : DSE-6.1e-B

Full Marks : 80

The figures in the margin indicate full marks.

*Candidates are required to give their answers in their own words
as far as practicable.*

Module – I

(Internet and WWW)

Answer *any four* questions.

1. (a) Describe various types of addresses associated with the layers of TCP/IP model.

   (b) Explain diagrammatically how TELNET helps in remote login. 5+5

2. "Transmission Control Protocol/Internet Protocol (TCP/IP) has become the core communications protocol for the Internet."– In the light of the above statement, explain the functioning of TCP/IP in the domain of e-commerce business. 10

3. (a) Describe different components of URL with an appropriate example.

   (b) Explain how communication takes place between web server and web browser. 5+5

4. Explain how a search engine performs three actions. 10

5. Explain the following terms: 10
   (a) Internet
   (b) Intranet
   (c) Extranet
   (d) Dynamic HTML
   (e) WWW.

6. (a) Discuss briefly the conceptual framework of Web (HTTP) Publishing.

   (b) Explain different types of software which are used in Electronic Mail. 5+5

7. (a) Discuss briefly the basic architecture of establishing Enterprise-wise Security Framework.

   (b) What are the factors to be considered before implementing such security framework? 7+3

8. Write short notes on: 5+5
   (a) Spyware
   (b) Ransom ware.

Please Turn Over

Module – II

(Functional e-Business System)

Answer *any four* questions.

9. Discuss the possible areas of application of e-business mechanism in modern day business environment. State various obstacles arise in adopting e-business applications. 6+4

10. Explain the interconnection between the information and strategy. State the steps of virtual value chain planning process with flowchart. 6+4

11. Distinguish between simple and multi-tiered website architecture. Discuss the different tools required for website optimization. 5+5

12. (a) Distinguish between RTGS and IMPS.

    (b) Describe any three primary types of mobile payment applications. 4+6

13. In the context of applicability of e-business marketing, discuss the significance of *any two* of the following concepts: 5+5

    (a) Search Engine Marketing

    (b) Display Ad Marketing

    (c) E-mail Marketing

    (d) Viral Marketing.

14. Write short notes on: 5+5

    (a) Opportunities and Challenges of Online Education Service

    (b) Scope and applications of Online Travel Services.

15. (a) Describe 5th generation wireless communication.

    (b) What is GPRS? Briefly describe the protocols supported by GPRS. 4+(2+4)

16. With a flowchart present how an online credit card transaction works. What are the limitations of online credit card payment systems? In this circumstances, discuss alternative online payment systems. 5+2+3

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