

**M. Tech. –IV (Computer Engineering) (CBCS – 2015 Course) :  
SUMMER - 2019**

**SUBJECT: SELF STUDY PAPER- II: E-COMMERCE & PAYMENT SYSTEMS**

Day: Thursday  
Date: 13/06/2019

**S-2019-3470**

Time: 11.00 AM TO 02.00 PM  
Max. Marks: 60

**N.B.:**

- 1) All questions are **COMPULSORY**.
- 2) Figures to the right indicate **FULL** marks.
- 3) Answer to both the sections should be written in **SAME** Answer book.

**SECTION-I**

**Q.1** With sketch discuss about infrastructure requirements for e-commerce. (10)

**OR**

Explain the autonomy of e-commerce in detail. (10)

**Q.2** With neat sketch describe about online Mercantile models from customer perspective. (10)

**OR**

Elaborate in detail on customer oriented e-commerce (10)

**Q.3** Explain the complete cycle for online credit cards transaction. (10)

**OR**

Describe about SET protocol for electronic payment. (10)

**SECTION-II**

**Q.4** The term “Supply chain management” does not have a universally agreed definition. Consider three different view of supply chain management. Provide your definition of supply chain management. (10)

**OR**

Explain about cross functional management in detail. (10)

**Q.5** Discuss about information marketing used for advertising with an example. (10)

**OR**

With neat diagram describe the process of online marketing, elaborate with real life example. (10)

**Q.6** Explain the concept of information filtering for information search and retrieval system. (10)

**OR**

Write a short note on : (10)  
i) Commerce catalog  
ii) resource discovery