2020

INTERNET AND WWW AND FUNCTIONAL
e-BUSINESS SYSTEM — HONOURS

Paper : DSE-6.1 e-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 & WWW)

Group - A

Answer *any one* question.

1. (a) Why FTP is considered as the preferred method of exchange files over network?

   (b) Briefly discussed different modes of transferring file over the network.   8+8

2. Explain TCP/IP model mentioning different layerwise functions and their respective protocol.   16

3. Describe diagrammatically mail processing model of simple mail transfer protocol (SMTP).   16

4. (a) Explain the concept of Firewall.

   (b) What are the constituents and component of Firewall?   4+12

Group - B

Answer *any one* question.

5. Define Intranet. Discuss its applications.   8+16

6. (a) https://www.davescomputer.com/newsletters/20070915.php — Identify folder, top level domain, protocol, domain name, file extension and file name from the above web address.

   (b) Briefly describe URL with example.   12+12

   Or,

   (a) What do you mean by Internet Protocol?

   (b) Distinguish between IPv4 and IPv6.   12+12

7. (a) What is ARCHIE? Describe the usage of Gopher.

   (b) Explain the following terms :

      (i) web page, (ii) web site, (iii) web server, (iv) search engine.   12+12

Please Turn Over

8. Write short notes on : 6×4

   (a) Boot sector virus

   (b) File-Infecting virus

   (c) Trojan Horse

   (d) Worms

Module - II

(Functional e-Business System)

Group - A

Answer *any one* question.

9. (a) How travel service suppliers have been benefitted from the use of travel websites by consumers?

   (b) Describe online recruitment industry trends in terms of social recruiting and mobile platform. 8+8

10. (a) Briefly describe any two 'customer retention strategy' in internet marketing.

   (b) Give some idea about overstock sales strategies for an online store. 8+8

11. Explain site sponsorships in internet marketing. 16

12. Discuss the role of Knowledge Management in building e-business strategy. 16

Group - B

Answer *any one* question.

13. (a) Briefly describe about any two mobile computing software.

   (b) Briefly describe the following mobile computing services :

      (i) MMS, (ii) GPS. 12+12

14. (a) Describe different application layers in wireless application protocol architecture.

   (b) Briefly describe software based digital wallet and hardware based digital wallet. 12+12

15. Why a website is so costly to maintain? Discuss the main factors that impact on cost. 12+12

16. What is e-procurement value chain? Briefly describe e-tendering and e-invoicing. 12+12

––––––––––––