

**2021**

**INTERNET AND WWW AND FUNCTIONAL e-BUSINESS SYSTEM — GENERAL**

**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. Define TCP and IP. Discuss briefly the various layers that exist in TCP. (2+2)+6
2. Briefly explain the process of Simple Mail Transfer Protocol (SMTP). In this context, also discuss the uses of File Transfer Protocol. 5+5
3. (a) What is Browser? How does Browser work?  
(b) Briefly describe the concept of Broadband and Cable Modem. (2+3)+5
4. (a) Explain the concept of Firewall.  
(b) What are the constituents and components of Firewall? 4+6
5. Discuss briefly the mechanism of various audio and video conferencing tools with examples. 10
6. (a) “https://www.davescomputer.corn/newsletters/20070915.php”  
Identify folder, top level domain, protocol, domain name, file extension and file name from the above web address.  
(b) Briefly describe the URL with examples. 5+5
7. Explain the following terms: 10
  - (a) Web page
  - (b) Website
  - (c) Web server
  - (d) Search engine
  - (e) ARCHIE

**Please Turn Over**

8. Write short notes on (*any two*): 5+5
- (a) Boot sector virus
  - (b) File-Infecting virus
  - (c) Trojan Horse
  - (d) Worms

### Module – II

#### (Functional e-Business System)

Answer *any four* questions.

9. State the differences between e-commerce and e-business. Discuss the applicability of e-business mechanism in value chain integration. 4+6
10. (a) Briefly describe any two ‘customer retention strategy’ in internet marketing.  
(b) Describe different application layers in wireless application protocol architecture. 5+5
11. Explain the application of e-commerce in the following areas: 5+5
- (a) Online Financial Services
  - (b) Online Travel Services
12. Discuss the role of Knowledge Management in building e-business strategy. 10
13. (a) Briefly describe any two mobile computing software.  
(b) Explain the following mobile computing services:  
(i) MMS  
(ii) GPS 5+5
14. Discuss the software-based digital wallet and hardware-based digital wallet. 5+5
15. What is e-procurement value chain? Explain e-tendering and e-invoicing. 2+8
16. Write short notes on (*any two*): 5+5
- (a) Wireless Datagram Protocols
  - (b) 5G Wireless Communication
  - (c) Lead Generation Marketing
  - (d) Social Marketing
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