

2019

Major 3rd Semester Examination

**TOURISM AND TRAVEL MANAGEMENT****Paper - SEC 1-T****(E-Commerce)**

Full Marks : 40

Time : 2 Hours

*The figures in the margin indicate full marks.  
Candidates are required to give their answers  
in their own words as far as practicable.*

*Answer all questions.*

**Group-A**

1. Answer *any five* questions : 2×5=10
- (a) What is an IPS and how does it differs from IDS ? 2
- (b) What is a firewall ? 2
- (c) Explain Public and Private Key pair ? 2
- (d) Define CIA triangle ? 2

*[ Turn Over ]*

- (e) What is Certificate signing request ? 2
- (f) What are the authentication levels of SSL certificates ? 2
- (g) Explain any two payment methods shortly. 2
- (h) Why are cyber law required ? 2

**Group-B**

2. Answer *any four* questions : 5×4=20

- (a) Explain in brief the steps involved in the operations of e-cash by an individual. What is the security requirement for safe e-payments ? 3+2
- (b) Define B2B. What do you mean by cyber and laws. 3+2
- (c) what is e-cash ? Why supply chain vital for e-commerce ? why is customer premises equipment ? 3+2
- (d) How do we create table in HTML ? Design following three by three matrix with border using <Table> tag. 3+2

15	25	20
30	55	75
36	64	74

- (e) What are reasonable expectations for a VPN ?  
What are the relationship between VPN and firewalls ? 3+2
- (f) Write down the difference between symmetric key cryptography and asymmetric key cryptography.

### Group-C

3. Answer *any one* question : 10×1=10
- (a) What is the use of HTTP protocol ? Define URL and URN. What is the difference between session cookies and persistence cookies ? How can you create session cookies ? 2+3+3+2
- (b) What is email marketing ? What are advantages of internet marketing ? What aspects of the internet does internet marketing encompass ? List and briefly explain the types of email marketing strategies. 2+1+3+4

[ Turn Over ]