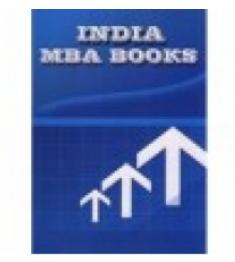
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UNIT II TECHNOLOGY INFRASTRUCTURE 10

Internet and World Wide Web, internet protocols- FTP, intranet and extranet, Cloud Service Models –

SAAS, PAAS, IAAS, Cloud Deployment Models – Public Cloud, Private Cloud, Hybrid Cloud, AutoScaling in the Cloud, Internet information publishing technology- basics of web server hardware and software UNIT III BUSINESS APPLICATIONS 10 Consumer oriented e-business-e-tailing and models-Marketing on web-advertising, e-mail marketing, affiliated programs - e-CRM; online services, Business oriented e-business, e- governance, EDI on the internet, Delivery management system, Web Auctions, Virtual communities and Web portals-social media marketing

UNIT IV e-BUSINESS PAYMENTS AND SECURITY 9

E-payments -Characteristics of payment of systems, protocols, e-cash, e-cheque, e-Wallets and

Micro payment systems- internet security–cryptography –security protocols–network security.

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Legal, Ethics and privacy issues – Protection needs and methodology – consumer protection, cyber

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