

SET-1

Code No: 2420503

IV B. Tech II Semester Regular Examinations, April/May 2009

E-COMMERCE

(Computer Science & Engineering)

Time: 3 Hours

Max. Marks 80

**Answer any FIVE questions
All questions carry equal marks**

1. Discuss briefly about Electronic commerce organization Applications. 16
2. Discuss about prepurchase preparation in mercantile model. 10
3. a) Explain about Encryption and credit cards. 8
b) Discuss about Third-Party processors and Credit Cards. 8
4. a) Explain about EDI Layered Architecture. 8
b) How information flows take place in EDI? 8
5. What is work-flow automation and coordination? Explain. 16
6. a) How do we chart the on-online marketing process? 10
b) Write short note on corporate Data Warehouse. 8
7. Explain about interactive product catalogs. 16
8. a) Explain different types of Desktop Video Conferencing. 10
b) What are the characteristics of Digital Video? 6

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1. What do you understand by e-commerce? Discuss the driving forces for e-commerce. 16
2. Explain mercantile models from the merchant's perspective. 16
3. a) Explain about different types of smart cards. 8
b) Explain about smart-card Readers and Smart Phones. 8
4. a) Explain about EDI software implementation. 10
b) Write short notes on Information flow without EDI. 6
5. Discuss briefly about supply Chain Management. 16
6. Explain about different types of Digital documents. 16
7. a) Explain about Electronic white pages and Electronic yellow pages. 10
b) Explain about interactive product catalogs. 6
8. a) Explain about JPEG and MPEG. 10
b) Write short note on MBONE. 6

SET-3

Code No: 2420503

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E-COMMERCE

(Computer Science & Engineering)

Time: 3 Hours

Max. Marks 80

**Answer any FIVE questions
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1. a) what is the basic frame work requirement of e-commerce implementation? 10
b) What are the pressures influencing business? 6
2. a) Explain mercantile models from the merchant's perspective. 10
b) What are steps taken by customers in product/service purchasing? 6
3. What is an Electronic check? Explain. 16
4. How EDI can change the life of common man. 16
5. a) Explain about customization and internal commerce. 10
b) Differentiate between push-based supply chain and pull-based supply chain. 6
6. Discuss the various available strategies of internet advertisement. 16
7. What is information search and retrieval? Explain. 16
8. a) Discuss about desktop video processing. 10
b) Write short notes on CD-ROM. 6

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| 1. a) Explain about the Anatomy of e-commerce applications. | 10 |
| b) Explain about Quick Response Retailing. | 6 |
| 2. Explain about Purchase Consummation in mercantile model. | 16 |
| 3. Explain about smart card-based electronic payment system. | 16 |
| 4. a) Explain about functions of a third –party VAN. | 8 |
| b) Briefly discuss about customization and internal commerce. | 8 |
| 5. Explain about customization and internal commerce. | 16 |
| 6. a) Explain about Advertising on the Internet. | 8 |
| b) How digital library helpful for document management? | 8 |
| 7. What is information filtering? Explain. | 16 |
| 8. a) Explain the storage and transmission requirements of multimedia. | 10 |
| b) Write short notes on CU-SeeMe. | 6 |