Code No: C6208 JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD M.Tech I Semester Examinations March/April-2011 E-COMMERCE (WEB TECHNOLOGIES)

Time: 3hours

Max.Marks:60

Answer any five questions All questions carry equal marks

1.	Provide and describe a Generic Frame Work for Electronic Commerce.	[12]
2.	What is an Electronic Token? Explain various Digital Token based E Payment Systems.	Electronic [12]
3.	Explain Layered Architecture of Electronic Data Interchange.	[12]
4. a) b)	Explain Supply Chain Management in detail. Differentiate Push Based Supply Chain and Pull Based Supply Chain.	[12]
5.	What is a Digital Document? Explain types of Digital Documents in detail. [12]	
6.	Explain the Interactive Marketing Process on the Internet.	[12]
7.	Explain wide area information service (WAS) engine.	[12]
8.	Explain Digital video compression/decompression.	[12]

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