

Code No: **R4205G**

R10

Set No. 1

IV B.Tech II Semester Regular Examinations, April/May - 2014

E- COMMERCE

(Common to Computer Science & Engineering and Information Technology)

Time : 3 hours

Max. Marks: 75

**Answer any Five Questions
All Questions carry equal marks**

- 1 a) Explain the Generic Frame work of the E-Commerce [8]
b) List and Briefly explain E-Commerce applications [7]
- 2 a) Explain Merchantile's process using Digital Cash [8]
b) Explain Merchantile's model from the Merchant's perceptive [7]
- 3 a) Explain Banking and financial payments w.r.t Electronic funds transfer [5]
b) Explain Retailing payments w.r.t Electronic funds transfer [5]
c) Explain On-line electronic commerce payments w.r.t Electronic funds transfer [5]
- 4 a) Give different ways by which EDI can reduce the time and cost [8]
b) List the Advantages of EDI for international trade [7]
- 5 Explain the following major approaches are used to form virtual organizations:
a) Downward approach [8]
b) Lateral approach [7]
- 6 a) Explain the Digital Document Management: Issues and Concerns [8]
b) Explain the capabilities provided by the structured documents [7]
- 7 Explain the following three different paradigms of information search and resource discovery:
a) Information search and retrieval [5]
b) Electronic directories and catalogs [5]
c) Information filtering [5]
- 8 a) Write Short Notes on Symmetric & Asymmetric Multiprocessing [8]
b) Write Short Notes on Preemptive & Non Preemptive Multitasking [7]

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Set No. 2

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Time : 3 hours

Max. Marks: 75

**Answer any Five Questions
All Questions carry equal marks**

- 1 Explain the following are the various e-commerce consumer applications:
 - a) Consumer applications and social interaction [5]
 - b) Needs of the customers [5]
 - c) Customers willingness to pay to satisfy their needs [5]

- 2 a) Explain the business issues that must be addressed before consumer-oriented e-commerce can become widespread [7]
b) Explain Merchantile's model from the consumer perceptive [8]

- 3 a) Explain the Four dimensions that are useful for handling electronic tokens [12]
b) Give the reasons why Cash remains the dominant form of payment [3]

- 4 a) Explain the internals of EDI for international trade [8]
b) Explain EDI process using VALUE-ADDED NETWORKS (VAN) [7]

- 5 a) Explain the problems with Vertical Organization [8]
b) Explain the Horizontal Organizational Structure [7]

- 6 Elaborate about the four different types of Digital documents [15]

- 7 a) Explain about End-user Retrieval Phase and Publisher Indexing Phase [8]
b) Explain about Wide Area Information Service (WAIS) Engine [7]

- 8 a) Explain in detail about the categories of codec schemes [10]
b) List the factors have made desktop video conferencing a viable solution for business and personal communications today [5]

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Set No. 3

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E- COMMERCE

(Common to Computer Science & Engineering and Information Technology)

Time : 3 hours

Max. Marks: 75

**Answer any Five Questions
All Questions carry equal marks**

- 1 Explain the following are the various e-commerce consumer applications:
 - a) Delivery of products to customers [8]
 - b) Consumer research and electronic commerce [7]

- 2 Explain the following applications that illustrate the operational rule of evolution in very different areas
 - a) Personal finance and home banking management [8]
 - b) Home shopping [7]

- 3
 - a) Explain the four properties that e-cash must have [8]
 - b) Explain the seven factors, many nontechnical in nature, that must be addressed before any new payment method can be successful: [7]

- 4
 - a) Explain various steps of EDI Transaction for a purchase ,shipment and payments [8]
 - b) Explain the Financial EDI standards [7]

- 5
 - a) Explain the Element of Virtual Organization [8]
 - b) Electronic Organizations and Brokerages [7]

- 6
 - a) Explain the capabilities: of structured documents and different standards used in structured documents [8]
 - b) Explain the guidelines that each firm should follow for advertising on the Internet [7]

- 7
 - a) Explain the two types of indexing methods used by search engines and categories of indexing packages UNIX-based workstations [9]
 - b) Explain Boolean Information Retrieval Model, Vector Space Information Retrieval Model and Probabilistic Information Retrieval Model [6]

- 8
 - a) Explain the following Multimedia Storage technologies
 - i) Network-Based (Disk Arrays) ii) Desktop -Based (CD-ROM). [8]
 - b) Explain the characteristics CD-ROM technology and the process of organizing data into tracks, which may be digital audio or CD-ROM.: [7]

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Set No. 4

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E- COMMERCE

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Time : 3 hours

Max. Marks: 75

**Answer any Five Questions
All Questions carry equal marks**

- 1 a) Explain Various steps of Quick Response Retailing [8]
b) Explain about Supply Chain Management (SCM) [7]

- 2 Explain the following applications that illustrate the operational rule of evolution in very different areas
a) Home entertainment [8]
b) Micro transactions of Information [7]

- 3 a) Explain with diagram payment transaction sequence in e-checks [8]
b) Explain the basic categories of credit card payment on on-line networks [7]

- 4 a) Explain the EDI Layered Architecture [8]
b) Explain MIME Advantages and Disadvantages [7]

- 5 a) Explain the supply chain management characteristics in electronic commerce [8]
b) Explain the primary models of supply chain management and their three primary elements [7]

- 6 a) Explain Digital Document Management: Issues and Concerns [8]
b) Explain about different types of data warehouses. [7]

- 7 a) Explain about Electronic Commerce Catalogs or Directories [8]
b) List the typical features of Information filtering process [7]

- 8 a) Explain the steps that are required for capturing and displaying multimedia objects [8]
b) Explain the Compression methods of multimedia data [7]