

**R17**

Code No: 844AU

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD

MCA IV Semester Examinations, October/ November - 2020

**E-COMMERCE**

Time: 2hrs

Max.Marks:75

Answer any five questions  
All questions carry equal marks

- 1.a) Discuss briefly how globalization makes switch over to e commerce almost a necessity.
- b) How would you achieve the near-physical effect of visual display of merchandise in e commerce? [15]
- 2.a) What is the importance of firewalls as a line of security in payment transactions? What are packet filter firewalls?
- b) What is financial EDI? What is its distinct feature? [15]
- 3.a) What are the areas amenable for automation in e commerce?
- b) Is customization easier or difficult in e marketing in comparison to traditional marketing? Discuss. [15]
- 4.a) What are the precautions to be taken in the course of online marketing?
- b) Explain the following internet advertising formats:  
i) interstitials                      ii) skyscrapers. [15]
- 5.a) What are the requirements for setting up videoconference facility?
- b) What is information search? What is its relevance to decision making by customer? [15]
- 6.a) What are the challenges in staffing for e commerce?
- b) What is e-tailing? As a retail strategy, evaluate its success. [15]
- 7.a) What are the limitations of bank cards?
- b) What is 'Paytm'? Is there any similar payment system? What is their advantage? [15]
- 8.a) Explain how e commerce can leverage on efficient supply chain management.
- b) How is customization facilitated in e marketing? [15]

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