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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