

R17**Code No: 844AU****JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD****MCA IV Semester Examinations, July/August - 2021****E - COMMERCE****Time: 3 Hours****Max.Marks:75**

Answer any five questions
All questions carry equal marks

- 1.a) Describe the generic framework for electronic commerce.
b) Discuss Consumer Oriented Electronic commerce. [7+8]
- 2.a) Illustrate anatomy of E-Commerce applications.
b) State how e-commerce differs from traditional commerce. [7+8]
- 3.a) What is e-cash? List out the properties and applications of e-cash.
b) Explain the risk in electronic payment system. [7+8]
4. State the features of B2B commerce. Discuss the challenges of inter-organizational B2B commerce. [15]
- 5.a) What do you mean by customization? Explain how it enables intra organizational commerce.
b) Explain various types of Data warehouses. [7+8]
6. Explain how enterprise resource planning and supply chain management software differs in their goals and implementations. [15]
- 7.a) Explain how advertising is carried out on Internet.
b) Discuss in detail about Information based marketing. [7+8]
- 8.a) Write about different types of desktop video conferencing techniques.
b) Discuss various applications of Digital Video in real world. [7+8]

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