

Code No: 824AU

**JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD****MCA IV Semester Examinations, January - 2018****E – COMMERCE****Time: 3hours****Max.Marks:75****Note:** This question paper contains two parts A and B.

Part A is compulsory which carries 25 marks. Answer all questions in Part A. Part B consists of 5 Units. Answer any one full question from each unit. Each question carries 10 marks and may have a, b, c as sub questions.

**PART - A****5 × 5 Marks = 25**

- 1.a) What is the importance of E-commerce? [5]
- b) What are the features of smart cards? [5]
- c) Explain about supply chain management. [5]
- d) What do you mean by information filtering? [5]
- e) What is the role of multimedia in E commerce? [5]

**PART - B****5 × 10 Marks = 50**

2. Describe E-commerce consumer and organization applications. [10]
- OR**
3. Explain about consumer oriented E- Commerce. [10]
4. What are the risks involved in Electronic payment systems? [10]
- OR**
5. Discuss about EDI Implementation. [10]
6. Explain about supply chain management. [10]
- OR**
7. Discuss about Corporate data warehouse. [10]
8. What are the advantages and disadvantages of on line marketing? [10]
- OR**
9. Discuss about Resource discovery. [10]
10. Explain about Desktop video processing. [10]
- OR**
11. Explain about digital video and E commerce. [10]

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