



Code No: 824AU

**R15****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] |
| <b>OR</b> |   |      |
| 3.        | Explain about consumer oriented E- Commerce.                    | [10] |
| 4.        | What are the risks involved in Electronic payment systems?      | [10] |
| <b>OR</b> |   |      |
| 5.        | Discuss about EDI Implementation.                               | [10] |
| 6.        | Explain about supply chain management.                          | [10] |
| <b>OR</b> |   |      |
| 7.        | Discuss about Corporate data warehouse.                         | [10] |
| 8.        | What are the advantages and disadvantages of on line marketing? | [10] |
| <b>OR</b> |   |      |
| 9.        | Discuss about Resource discovery.                               | [10] |
| 10.       | Explain about Desktop video processing.                         | [10] |
| <b>OR</b> |   |      |
| 11.       | Explain about digital video and E commerce.                     | [10] |

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