R15

Code No: 824AU

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD
MCA IV Semester Examinations, June/July - 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 are the applications of E- commerce?   [5]
  b) What are smart cards?   [5]
  c) Discuss about internal commerce.   [5]
  d) Explain about information retrieval.   [5]
  e) Define multimedia.   [5]

PART - B

5 ×10 Marks = 50

2.   Explain about anatomy of electronic commerce.   [10]
                              OR
3.   Explain mercantile process models.   [10]

4.   Discuss about Organizational commerce.   [10]
                              OR
5.   What are the different ways of Electronic payment system?   [10]

6.   Discuss the role of supply chain management in an organization.   [10]
                              OR
7.   Explain about corporate digital library.   [10]

8.   Discuss in detail about advertising on internet.   [10]
                              OR
9.   Explain in detail about information based marketing.   [10]

10. Explain desktop video processing.   [10]
                              OR
11. How multimedia improves E- commerce? Explain in detail.   [10]

--ooOoo--