

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]

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