



Code No: 824AU

**JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD****MCA IV Semester Examinations, April/May - 2019****E – COMMERCE****Time: 3hrs****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) Explain pre purchase preparation. [5]
- b) Describe about traditional EDI. [5]
- c) Explain efficient customer response (ECR). [5]
- d) What is market research? [5]
- e) Discuss Multimedia data compression. [5]

**PART - B****5 × 10 Marks = 50**

- 2.a) Explain E-commerce consumer applications.
  - b) Explain a Generic Frame Work for Electronic Commerce. [5+5]
- OR**
- 3.a) Discuss about consumer oriented Electronic Commerce.
  - b) Describe Information brokers and brokerages. [5+5]
- 4.a) Explain about digital token based – smart cards and credit cards.
  - b) Describe types of financial EDI. Explain how financial EDI payments are made. [5+5]
- OR**
- 5.a) Describe risks in electronic payment systems.
  - b) Discuss Inter organizational commerce. [5+5]
- 6.a) Explain customization and internal commerce.
  - b) Discuss about Corporate digital library. [5+5]
- OR**
7. Explain the approaches to maintain “Corporate Data Warehouse”. What is a Remote server and how does it function? [10]
- 8.a) Explain information based marketing.
  - b) Explain Consumer search and research discovery. [5+5]
- OR**
- 9.a) Explain in detail about advertising and marketing.
  - b) Explain Commerce catalogues. [5+5]
- 10.a) Discuss about Desktop video conferencing.
  - b) Discuss digital video and Electronic Commerce. [5+5]
- OR**
11. Explain importance of multimedia in the advertising of fashion products. [10]

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