



Code No: 824AU

R15**JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD****MCA IV Semester Examinations, August - 2017****E-COMMERCE****Time: 3 Hours****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) List applications of E- commerce. [5]
- b) What is electronic data interchange? [5]
- c) Discuss about internal commerce. [5]
- d) What is information based marketing? [5]
- e) What are the multimedia applications? [5]

PART - B**5 × 10 Marks = 50**

2. Describe the Generic Frame Work for Electronic Commerce. [10]
OR
3. Explain about consumer oriented electronic commerce. [10]
4. Discuss about digital token based –smart cards and credit cards. [10]
OR
5. What is a Value Added Network? Explain the functions of a third party VAN. [10]
6. Explain about supply chain management. [10]
OR
- 7.a) Explain digital document types.
b) Write about corporate data ware houses. [5+5]
8. Explain consumer search and resource discovery. [10]
OR
9. Discuss in detail about online marketing process. [10]
10. Explain about desktop video processing. [10]
OR
11. What are the key multimedia concepts? Explain. [10]

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