R13

Code No: 814AX

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD
MCA IV Semester Examinations, August - 2017
E-COMMERCE

Time: 3 Hours   **Max. Marks: 60**

Note: This question paper contains two parts A and B.
Part A is compulsory which carries 20 marks. Answer all questions in Part A. Part B consists of 5 Units. Answer any one full question from each unit. Each question carries 8 marks and may have a, b, c as sub questions.

PART - A
                                                                                 5 × 4 Marks = 20

1.a)	Explain about Quick Response Retailing.	[4]
b)	Define Electronic Data Interchange.	[4]
c)	Write a short note on private electronic commerce.	[4]
d)	What are the advantages of Data Warehouse?	[4]
e)	Explain about Information Filtering.	[4]

PART - B
                                                                                 5 × 8 Marks = 40

2.	Describe the Generic framework for electronic commerce.	[8]
	OR	
3.	Explain about different phases of business model from a consumer's perspective.	[8]
4.	Briefly explain about Digital Token-Based Electronic payment systems	[8]
	OR	
5.	Discuss about the four layers in EDI Software Implementation.	[8]
6.	Briefly explain about Efficient Customer Response.	[8]
	OR	
7.	Distinguish between push-based supply chain versus pull-based supply chain.	[8]
8.	Explain different types of digital documents.	[8]
	OR	
9.	Describe the different phases of Market Research.	[8]
10.	Describe about the Wide Area Information Service Engine.	[8]
	OR	
11.	Describe the different types of desktop video conferencing.	[8]

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