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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