

Subject Title: E-Commerce

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Unit - I:

1. Define E-Commerce from different perspectives along with its goal.
2. What are the three pillars of e commerce?
3. Explain traditional value chain and customer oriented value chain.
4. What are potential benefits of Ecommerce?
5. Explain the limitations of E Commerce.
6. What are the challenges facing the growth and spread of ecommerce in india.
7. Discuss about e business.
8. Difference between Ecommerce and E business.
9. Explain about the impact of E Commerce on business models.
10. List the types of E-Commerce .Explain each one briefly.
11. Explain about E-Commerce applications.
12. Discuss in detail about E –Training, E –shopping.

Unit - II:

13. Explain architecture framework of E-Commerce.
14. What are the middleware services?
15. Explain the applications of information technology infrastructure.
16. Explain the security services of E- Commerce.
17. Explain briefly about TCP/IP model.
18. Discuss in detail about S-HTTP, NNTP.
19. Explain about the types of classes of IP address.
20. Define cryptography, cryptanalysis, cryptology, role of public key and private key.
21. Explain Encryption techniques.
22. Write short note on digital signature and digital certificates.

23. Write short note on HTML, S-HTTP, FTP, SMTP.

Unit - III:

24. Discuss in detail about consumer oriented Ecommerce applications and its role in ecommerce.
25. What are the mercantile process models from consumer's perspective?
26. Discuss in detail the two forms of payments used in purchase consummation phase.
27. Discuss mercantile process model from merchant's perspective
28. Define EPS. What are the advantages and risks involved in EPS?
29. Explain the credit card based electronic payments system.
30. What is E-Cash? What are the properties of E-Cash?
31. Write about E-Payments.
32. Explain the functionality of smart cards.
33. Discuss about Electronic purses, Debit cards.
34. Write short note on home banking.

Unit - IV:

35. What is EDI? Explain four layers of EDI architecture.
36. What are the advantages and disadvantages of EDI.
37. What are the pre requisites of EDI.
38. Explain two major standards and structure of EDI transaction.
39. Explain types of EDI.
40. Explain about EDI applications in business.
41. Discuss about VAN.
42. Explain about the legal, privacy issues in EDI.
43. Explain EDI software implementations and how much an EDI cost.

Unit - V :

44. Explain E- marketing techniques in detail.
45. What are the advantages and disadvantages of E- marketing?
46. Explain the impact of E Commerce on E- marketing.
47. Explain the E-Applications of five P's.

48. What is E-advertising mention the types of E-Advertising.
49. Explain E-Advertising techniques in detail.
50. State the role /benefits and limitations of digital marketing.

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