

Code :R7420503

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**IV B.Tech II Semester(R07) Regular Examinations, April 2011
E-COMMERCE**

(Computer Science & Engineering)

Time: 3 hours

Max Marks: 80

**Answer any FIVE questions
All questions carry equal marks**

1. (a) Discuss about generic framework for electronic commerce.
(b) List and explain the function of supply chain management.
2. (a) Explain the prepurchase phase, purchase consummation, and postpurchase interaction of business process model.
(b) Describe the simplified on-line mercantile model.
3. (a) What is E-cash? Explain the purchasing of E-cash from currency servers.
(b) Discuss about the credit card-based electronic payment systems.
4. (a) What is EDI? Explain the EDI software implementation.
(b) Explain the process of making financial EDI payments.
5. (a) Discuss about customization and internal commerce
(b) Discuss about agile manufacturing.
6. (a) Explain the process of building a data warehouse.
(b) List the types of data warehouses and explain the advantages of data warehouses.
7. (a) What is information filtering? What are its features?
(b) What is the need of interactive product catalogs? Explain with examples.
8. (a) Explain about multimedia data compression.
(b) Explain about multimedia storage technology.

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1. (a) Explain about the elements of electronic commerce applications.
(b) What is e-commerce? Discuss the client-server architecture in e-commerce.
2. (a) Explain about credit card transactions in the mercantile process.
(b) Explain about the order management cycle in e-commerce.
3. (a) Explain about the risk management in electronic payment systems.
(b) Discuss about the digital token-based electronic payment system.
4. (a) Explain the layered architecture of EDI.
(b) What is meant by value-added networks? How VAN is used in the EDI process?
5. (a) Discuss about the push-based supply chain versus pull based supply chain.
(b) Discuss the characteristics of supply chain management.
6. (a) Discuss about the types of digital documents.
(b) What is a data warehouse? Explain the process of preparing data for business analysis.
7. (a) What is the need of directories? Discuss about electronic white paper.
(b) What is the purpose of a search engine? What are the different approaches of searching?
8. (a) What is digital video? Explain the characteristics of digital video.
(b) Describe MPEG standards for high-quality compression of digital video.

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1. (a) What is meant by electronic commerce? Discuss the goals of electronic commerce?
(b) Discuss about the anatomy of E-commerce applications.
2. Explain in detail the mercantile models from the consumers perspective.
3. What is e-cash? What are the properties of e-cash? Explain the protocol behind blind signature and its use in detection of double spending.
4. (a) Explain the EDI transactions for a purchase, shipment and corresponding payments.
(b) Explain about internet EDI based on MIME.
5. (a) What is work flow automation? Explain work-flow coordination and work flow related technology.
(b) What do you mean by agile manufacturing? What is its use?
6. (a) Discuss about the front end of a data warehouse.
(b) Discuss about the three phases of market research.
7. (a) What is directory information tree? Explain it with example.
(b) Explain the boolean, vector space, and probabilistic retrieval models for information retrieval.
8. (a) Explain the types of desktop video conferencing.
(b) Explain about the desktop video processing.

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1. (a) Discuss about the building blocks in the electronic commerce applications.
(b) Discuss about the electronic commerce consumer applications.
2. Explain in detail, the mercantile models from the merchant's perspective.
3. (a) What is electronic check? Explain the payment transaction sequence in an electronic check system and the advantages of electronic checks.
(b) Explain the processing of payments using encrypted credit cards.
4. (a) Explain the four layers of EDI software.
(b) Define EDI and explain EDI layered architecture.
5. (a) What is meant by internal commerce? Explain about private and public electronic commerce.
(b) Discuss about supply-chain management (SCM).
6. (a) Discuss the guidelines for internet advertising.
(b) Discuss about active or push-based advertising.
7. (a) Compare and contrast between file-level indexing and word-level indexing.
(b) Discuss the features of X.500 directory service.
8. (a) Discuss the video conferencing using POTS and ISDM.
(b) Discuss the types of codec schemes.
