

Code: R7420503

R7

B.Tech IV Year II Semester (R07) Advanced Supplementary Examinations June 2012

E-COMMERCE

(Computer Science and Engineering)

Time: 3 hours

Max Marks: 80

Answer any FIVE questions

All questions carry equal marks

- 1 Define B2B. Describe the nature of business-to-business transaction in e-commerce.
- 2 (a) Discuss in detail about consumer oriented electronic commerce.
(b) Explain mercantile models from the merchant's perspective.
- 3 What is electronic cash? Explain its properties and advantages.
- 4 (a) Explain about EDI layered architecture.
(b) How information flows take place in EDI?
- 5 Intra organizational commerce is the way to increase the effectiveness of electronic commerce". Discuss.
- 6 (a) Discuss the various available strategies of internet advertisement.
(b) What are the advantages and limitations of internet advertisement as compared to traditional media?
- 7 What do you mean by electronic white and yellow pages of directory business? Discuss the overview of directory business.
- 8 Describe about desktop video processing and video conferencing in detail.
