Code: 9A12801

R09

B.Tech IV Year II Semester (R09) Advanced Supplementary Examinations, July 2013
E-COMMERCE
(Information Technology)

Time: 3 hours   Max. Marks: 70

Answer any FIVE questions
All questions carry equal marks
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1   What are the E-commerce consumer applications? Explain any two applications.

2   Explain about Mercantile process models.

3   What are risks involved in the various types of electronic payment systems relevant to business?

4 (a) What is EDI? List the benefits of EDI.
   (b) Explain briefly about value added networks.

5 (a) What are the applications of intra-organizational E-commerce?
   (b) Write briefly about supply chain management.

6   Explain about wireless communication platforms for LANs.

7 (a) How do you build an effective E-business? Explain its strategies.
   (b) Explain about E-business requirements for rapid application development.

8 (a) Explain about various types of E-commerce security technologies.
   (b) What are the threats due to lack of security? Explain.

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