

Code No: 07A60505

**R07**

**Set No. 2**

**III B.Tech II Semester Examinations, December 2010**

**E-COMMERCE**

**Information Technology**

**Time: 3 hours**

**Max Marks: 80**

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

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1. How can existing business take advantage of B2C e-commerce? [16]
2. What is electronic commerce catalogue? Explain the various types of catalogues. [16]
3. State the origin and growth of e-commerce? Also explain different types of e-commerce. [16]
4. "Intra organisational commerce is the way to increase the effectiveness of electronic commerce". Discuss [16]
5. Explain the utility of Internet for video conferencing. In this context explain MBONE [16]
6. What is online market research? Explain the process of carrying out online market survey. [16]
7. Critically evaluate the role of EDI in International Trade. [16]
8. Discuss the issues involved in international and cross border electronic payment systems. [16]

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**R07**

**Set No. 4**

**III B.Tech II Semester Examinations, December 2010**

**E-COMMERCE**

**Information Technology**

**Time: 3 hours**

**Max Marks: 80**

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

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1. What is a smart card? What are their types and uses? [16]
2. What are the major limitations on the growth of e-commerce in India? How do you overcome them? [16]
3. State the advantages and disadvantages of intra organisational commerce? Suggest remedial measures to overcome the limitations. [16]
4. What are Financial EDI and Financial VANs? State their applications? [16]
5. What is desktop video conferencing? How it is effectively improving the performance of internal commerce [16]
6. How do you integrate research and consumer buying behaviour? [16]
7. Briefly explain the different types of digital documents. What are the major differences among them? [16]
8. Why is it difficult to categorise e-commerce business models? What are the difficulties? [16]

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**Set No. 1**

**III B.Tech II Semester Examinations, December 2010**

**E-COMMERCE**

**Information Technology**

**Time: 3 hours**

**Max Marks: 80**

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

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1. In about 200 words discuss why anyone with a credit card would want to use an electronic payments system, such as PayPal for an Internet transaction. [16]
2. Explain the costs and benefits of EDI? [16]
3. Define a multimedia and explain its key concepts. [16]
4. Explain various emerging tools that are available in e-commerce for consumer data interface [16]
5. What is corporate data warehousing? What are the different types of corporate data warehouses? [16]
6. Explain the process of constructing an intra organisational commerce in a manufacturing organization. [16]
7. What are Native Transaction Models in e-commerce? Explain each of them briefly. [16]
8. What is the future of e-commerce? State the progress of e-commerce in India. [16]

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**R07**

**Set No. 3**

**III B.Tech II Semester Examinations, December 2010**

**E-COMMERCE**

**Information Technology**

**Time: 3 hours**

**Max Marks: 80**

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

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1. How do you ensure consumer protection in e-payment system? [16]
2. Discuss the role of entertainment services in e-commerce. Also state the size of home entertainment market. [16]
3. What is business directory? Explain its implementation problems? [16]
4. Explain the four major functions of e-commerce. How do they contribute to the economy? [16]
5. Explain various services in dynamic digital multimedia solution. [16]
6. What is customization? What is the typical model of customized strategy? [16]
7. Explain the role of efficient customer response in Supply chain management. [16]
8. Distinguish between EFT and ACH Transfers. [16]

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