

**R07****Code: R7420503**

B.Tech IV Year II Semester (R07) Supplementary Examinations, March/April 2013

**E-COMMERCE**

(Computer Science &amp; Engineering)

Time: 3 hours

Max. Marks: 80

Answer any FIVE questions  
All questions carry equal marks

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- 1 Explain multimedia content for E-commerce applications.
- 2 Explain the desirable characteristics of an electronic market place.
- 3 (a) Write a short notes on business issues and smart cards.  
(b) Write a short notes on relationship-based smart cards. Moderate.
- 4 Explain EDI application in business.
- 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.

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