Code No: **R4205G**   **R10**   **Set No. 1**

IV B.Tech II Semester Regular/Supplementary Examinations, April - 2015
E – COMMERCE
(Common to Computer Science & Engineering and Information Technology)

Time: 3 hours   **Max. Marks: 75**

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

1 a) Explain the Generic Frame work of the E-Commerce with diagram.   [10]

   b) Explain about E-Commerce and Media convergence.   [5]

2 a) Explain about consumer oriented services.   [8]

   b) Explain about check clearing process.   [7]

3 a) Explain about e-cash and the properties of e-cash.   [8]

   b) Explain about usage of e-cash in auction.   [7]

4 a) Explain the internals of international trade.   [8]

   b) Explain the EDI structure.   [7]

5 a) Explain the types e-broking in internal markets.   [10]

   b) Explain the workflow management.   [5]

6 a) Why mobility of information is necessary.   [5]

   b) Explain the activities of document base workflow.   [5]

   c) Explain the types data warehouses.   [5]

7 a) Explain different information filtering features.   [8]

   b) Give the classification of consumer data-interfaces.   [7]

8 a) Explain the stages from inception to display of multimedia content.   [8]

   b) Explain different compression methods of multimedia data.   [7]

Code No: **R4205G**   **R10**   **Set No. 2**

IV B.Tech II Semester Regular/Supplementary Examinations, April - 2015
E – COMMERCE
(Common to Computer Science & Engineering and Information Technology)

Time: 3 hours   **Max. Marks: 75**

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

1	a)	Explain the possible components of multimedia.	[5]
	b)	Explain the client-server architecture in E-Commerce.	[10]
2	a)	Explain ordered management cycle in E-Commerce.	[8]
	b)	Explain generic mercantile protocol based on the use of e-cash.	[7]
3	a)	Explain the process of detection of double spending.	[8]
	b)	Explain the operational risks and legal issues in e-cash.	[7]
4	a)	Explain about EDI Translator layer and communication layer.	[8]
	b)	How much will be the EDI implementation cost.	[7]
5	a)	Explain about customization and internal commerce.	[10]
	b)	Explain about product or service customization.	[5]
6	a)	Explain the steps in interactive marketing process on the Internet.	[8]
	b)	Explain about the guidelines for Internet advertisement.	[7]
7	a)	Explain about E-Commerce catalogs or directories.	[8]
	b)	Explain about E-white pages.	[7]
8	a)	Explain about Symmetric multi processing.	[8]
	b)	Explain about the characteristics of digital video.	[7]

1 of 1

Code No: **R4205G**

R10

Set No. 3

IV B.Tech II Semester Regular/Supplementary Examinations, April - 2015
E – COMMERCE
(Common to Computer Science & Engineering and Information Technology)

Time: 3 hours   Max. Marks: 75

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

1 a) Explain pressures influencing the business.   [8]

   b) Explain about Just in Time manufacturing.   [7]

2 a) Explain the criteria essential for consumer oriented E-Commerce.   [8]

   b) Explain the steps followed by customer in product purchasing.   [7]

3 a) Explain the payment transaction sequence in an electronic check system. [8]

   b) Explain factors that must be addressed before any new payment method can be
       successful.   [7]

4 a) Explain the information flow without EDI.   [8]

   b) Explain the tangible benefits of EDI.   [7]

5 a) Explain the characteristics of work flow management.   [8]

   b) Compare push based supply chain vs pull based supply chain.   [7]

6 a) Explain about digital document management issues and concerns.   [8]

   b) Explain about 4 types of the digital documents.   [7]

7 a) Explain about wide area internet service (WAIS) Engine.   [8]

   b) Explain about Indexing methods and packages.   [7]

8 a) Explain about point to point video conferencing using POTS.   [8]

   b) Explain the CDROM Technology characteristics.   [7]

Code No: **R4205G**   **R10**   **Set No. 4**

IV B.Tech II Semester Regular/Supplementary Examinations, April - 2015
E – COMMERCE
(Common to Computer Science & Engineering and Information Technology)

Time: 3 hours   **Max. Marks: 75**

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

1 a)	Explain quick response chain in QR.	[8]
b)	Explain functions of supply chain management.	[7]
2 a)	Explain simple mercantile transaction steps.	[8]
b)	Explain the impact of home entertainment on traditional industries.	[7]
3 a)	Explain how to process payments using encrypted credit cards.	[7]
b)	Explain online payment processing by third party processor.	[8]
4 a)	Explain the layered architecture of EDI.	[8]
b)	Compare Email vs EDI.	[7]
5 a)	Explain about Efficient Customer Response (ECR).	[8]
b)	Explain about Agile manufacturing.	[7]
6 a)	Explain about different types Online Transactions.	[7]
b)	Explain about capabilities provided by structured documents.	[8]
7 a)	Explain the various information search challenges.	[8]
b)	Explain about search and resource discovery paradigm.	[7]
8 a)	Explain about ISDN for video conference.	[8]
b)	Explain about MPEG and JPEG.	[7]