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Max. Marks: 75

IV B.Tech II Semester Regular/Supplementary Examinations, April/May - 2016 E – COMMERCE

(Common to Computer Science & Engineering and Information Technology)

Time: 3 hours

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

Discuss about information process categorization in e-commerce. [8] 1 a) Write notes on secure messaging in e-commerce. b) [7] 2 a) Explain how pre-purchase is determined in e-commerce. [7] b) Discuss about mercantile transaction using credit cards. [8] 3 a) Discuss about legal issues and operational risks in electronic cash. [8] What are the factors for design of electronic payment system? b) [7] Present various issues and limitations in EDI. 4 a) [8] b) What are VANs? Discuss in detail about VANs. [7] 5 Explain about intra-organizational electronic commerce. [8] a) Discuss on Agile Manufacturing in supply chain management. [7] b) Discuss about hypertext documents and structured documents. 6 a) [8] Write about e-advertising and marketing. b) [7] What are interactive product catalogs? Explain with example. 7 a) [8] b) Discuss about Electronic White Pages. [7] Explain with applications, how Internet can be used for video conferencing. [7] 8 a) Explain in detail about multimedia data compression. [8] b)

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***** 1 Explain about e-commerce framework in detail. [8] a) Explain about brokerage and data management in e-commerce. b) [7] 2 a) How home shopping is categorized in e-commerce? Discuss about it. [7] b) Explain how purchase consumption is implemented in electronic commerce. [8] 3 a) What is electronic cash? Present the properties of it. [7] Write about credit card based electronic payment systems. b) [8] With a neat sketch explain information flow with and without EDI. 4 a) [9] b) List out various applications of EDI. [6] 5 a) Discuss about workflow automation in detail. [7] Write notes on pull based and push based supply chain management. [8] b) Explain various document oriented processes. 6 a) [8] What are various functions and features of data warehouse? b) [7] 7 a) Write about Wide Area Information Service Engine. [8] b) Explain the typical features of information filtering processes. [7] Discuss about multimedia servers in detail. [8] 8 a)

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b) Explain about desktop video application software.

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1	a)	Explain about application services in e-commerce.	[8]
	b)	Discuss about the limitations of electronic commerce.	[7]
2	a)	Explain in detail about consumer oriented services.	[8]
	b)	Explain the mercantile model from consumer's perspective.	[7]
3	a)	Explain about digital token based electronic payment system.	[8]
	b)	Discuss about the risks in electronic payment systems.	[7]
4	a)	What is EDI? Briefly discuss about EDI.	[6]
	b)	Discuss about EDI software implementation.	[9]
5	a)	Present various characteristics of supply chain management.	[7]
	b)	Explain the role of marketing and distribution in supply chain management.	[8]
6	a)	Detail about corporate digital library with a neat sketch.	[8]
	b)	Illustrate the process of online marketing with suitable example.	[7]
7	a)	Define Search Engine. Write about three major search methods.	[8]
	b)	Explain about Electronic Yellow Pages.	[7]
8	a)	Discuss about the factors that have made up desktop video conferencing.	[7]
	b)	Explain in detail about multimedia storage technology.	[8]

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