

Code No: **R4205G****R10****Set No. 1****IV B.Tech II Semester Regular/Supplementary Examinations, April/May - 2016****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) Discuss about information process categorization in e-commerce. [8]
b) Write notes on secure messaging in e-commerce. [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]
b) What are the factors for design of electronic payment system? [7]
- 4 a) Present various issues and limitations in EDI. [8]
b) What are VANs? Discuss in detail about VANs. [7]
- 5 a) Explain about intra-organizational electronic commerce. [8]
b) Discuss on Agile Manufacturing in supply chain management. [7]
- 6 a) Discuss about hypertext documents and structured documents. [8]
b) Write about e-advertising and marketing. [7]
- 7 a) What are interactive product catalogs? Explain with example. [8]
b) Discuss about Electronic White Pages. [7]
- 8 a) Explain with applications, how Internet can be used for video conferencing. [7]
b) Explain in detail about multimedia data compression. [8]

Set No. 2

Set No. 3

Code No: **R4205G****R10****Set No. 4****IV B.Tech II Semester Regular/Supplementary Examinations, April/May - 2016****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 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]