

Code No: V3242

**R07****Set No. 1****III B.Tech II Semester Supplementary Examinations, April - 2017****E-COMMERCE****(Information Technology)****Time: 3 hours****Max. Marks: 80****Answer any FIVE Questions****All Questions carry equal marks**

\*\*\*\*\*

- 1 a) What are E-commerce consumer applications? Explain. [8]  
b) Explain the following: [8]
  - i) Client-server architecture in e-commerce
  - ii) Internal processes of multimedia servers
- 2 a) Discuss about personal finance and home banking management. [8]  
b) Describe mercantile models from merchant's perspective. [8]
- 3 a) Explain about digital token based electronic payment system. [8]  
b) What are risks in electronic payment systems? Explain. [8]
- 4 a) Describe legal, security and privacy issues of EDI. [8]  
b) Discuss about layered architecture of EDI. [8]
- 5 a) Distinguish between vertical organization and horizontal organization. [8]  
b) Explain in detail about workflow automation and coordination. [8]
- 6 a) Discuss about making a business case for document library. [8]  
b) Describe the new age of information-based marketing. [8]
- 7 a) Explain in detail about information filtering. [8]  
b) Briefly discuss about information search and retrieval. [8]
- 8 Explain the following:
  - a) Symmetric multiprocessing [4]
  - b) Characteristics of digital video [4]
  - c) Disk-arrays [4]
  - d) MBONE tools [4]

\*\*\*\*\*