

Code No: **R4205G**

R10

Set No. 1

IV B.Tech II Semester Supplementary Examinations, April - 2018

E-COMMERCE

(Common to Computer Science and Engineering & 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 [8]
b) Write the elements of electronic commerce applications. [7]
- 2 a) What are the various forms of advertisements you come across in web? Explain about them briefly. [8]
b) Explain Merchantile's model from the Merchant's perceptive [7]
- 3 a) Explain the necessary characteristics of each type of payment system and give an example of each where it is used. [8]
b) What are smart cards? How do they work? How do you overcome the risks in Electronic payment systems? [7]
- 4 a) Define EDI? Discuss in brief about the layered architecture of EDI. [8]
b) What are the macro forces influence internal commerce? Suggest remedial measures to overcome the barriers. [7]
- 5 a) Explain the concept of bull whip effect? How is it useful to ensure optimization of supply chain? Give examples of intra organizational commerce? [8]
b) Write about work flow management in intra organizational commerce. [7]
- 6 a) Describe online marketing research. Explain the procedure for conducting online marketing research. [8]
b) Define Digital document? Discuss in brief about digital document types. [7]
- 7 a) How do you filter to search consumers and to prepare commerce catalogues for selling and customization of an "e-commerce software packages"? [8]
b) Explain in brief about organisational search process class of Information. [7]
- 8 a) How multimedia is used to promote e-commerce? Explain the utility of desk top video processing and desk top video conferencing. [8]
b) Define Multimedia? Write about multimedia key concepts. [7]