

Code No: 07A60505

R07

Set No. 2

III B.Tech II Semester Examinations, APRIL 2011

E-COMMERCE

Information Technology

Time: 3 hours

Max Marks: 80

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

1. Describe the push technology and state its benefits. [16]
2. What is VAN? Explain the functions of a third party VAN. [16]
3. What are the problems for the growth of B2C e-commerce in our country? [16]
4. "Information browsing depends heavily on the quality and relevance of the organization" -Discuss. [16]
5. What is Electronic Billing Presentment and Payment system? Discuss the types of EBPP systems. [16]
6. State the advantages and disadvantages of e-commerce. Could the disadvantages be overcome? [16]
7. Describe the process of gaining competitive advantage through workflow, product and service customization and supply chain management in intra organisational commerce. [16]
8. Explain the process of Web design, Game design and print design by a multi media company. [16]

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Set No. 4

III B.Tech II Semester Examinations, APRIL 2011

E-COMMERCE

Information Technology

Time: 3 hours

Max Marks: 80

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

1. What do you mean by multimedia servers? Explain multi processing and symmetric multi processing [16]
2. What are the challenges and problems that are encountered in information search? [16]
3. Describe the advantages of advertising through web to customer and organization. [16]
4. What are the basic architectural elements of e-commerce? Also explain broad goals of e-commerce. [16]
5. What are the types of digital wallets? Explain. [16]
6. What are the two types of market research? How are they different from each other? [16]
7. Critically evaluate the role of EDI in International Trade. [16]
8. "An effective Intra organisational commerce is the efficient supply chain management in an organization" - Discuss with an apt example. [16]

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Set No. 1

III B.Tech II Semester Examinations, APRIL 2011

E-COMMERCE

Information Technology

Time: 3 hours

Max Marks: 80

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

1. What do you mean by information retrieval? Discuss specific models on information retrievals. [16]
2. What are the major limitations on the growth of e-commerce in India? How do you overcome them? [16]
3. What is e-retailing? Explain its advantages to consumer and business. [16]
4. Discuss the basic kit necessary for implementation of EDI. [16]
5. What is workflow management? How product or service customization is adopted in intra organisational commerce? [16]
6. What is document library? What are the advantages and disadvantages of it? [16]
7. List out some of the security requirements for safe e-payments and explain them. [16]
8. Explain Networks. Discuss in detail the Integrated Digital Networks (ISDN). [16]

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Set No. 3

III B.Tech II Semester Examinations, APRIL 2011
E-COMMERCE
Information Technology

Time: 3 hours

Max Marks: 80

Answer any FIVE Questions
All Questions carry equal marks

1. Define e-commerce. What are its functions? Mention its significance. [16]
2. "EDI has replaced large amount of paper transactions". Elaborate. [16]
3. Describe the information filtering. What type of data involved in filtering systems? [16]
4. "Intra organisational commerce is the way to increase the effectiveness of electronic commerce". Discuss [16]
5. Enumerate the difficulties faced in on-line marketing and advertisement. [16]
6. What are the various forms of advertisements you come across in web? Explain about them briefly? [16]
7. Explain various types of Codecs. In this context explain various moving pictures experts group (MPEG). How MPEG different from JPEG [16]
8. What are the problems a company might encounter if it needs to conduct international transactions using electronic cash? [16]
