

Code No: 07A80505

R07

Set No. 2

IV B.Tech II Semester Examinations, APRIL 2011

E-COMMERCE

Computer Science And Engineering

Time: 3 hours

Max Marks: 80

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

1. What are internal information systems in internal commerce? How do they help in improving internal organisational commerce? [16]
2. Explain the working of financial EDI for e-commerce? [16]
3. What is a smart card? What are their types and uses? [16]
4. Explain the four major functions of e-commerce. How do they contribute to the economy? [16]
5. What are the different types of information processing methods which demands on consumers due to information change imposed by electronic markets? [16]
6. Explain the storage and transmission requirements for multimedia. [16]
7. Explain Internet advertising techniques and strategies. [16]
8. How do you convert a visitor to your website into buyer or your customer? [16]

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Set No. 4

IV B.Tech II Semester Examinations, APRIL 2011

E-COMMERCE

Computer Science And Engineering

Time: 3 hours

Max Marks: 80

Answer any FIVE Questions
All Questions carry equal marks

1. Describe a banner. Compare banner swapping to a banner exchange. [16]
2. What are the limitations of work-flow systems? Suggest remedial measures to overcome them. [16]
3. What do you mean by interactive product catalogues? Discuss with suitable examples. [16]
4. Explain the technology architecture for e-commerce. Also explain the various e-commerce activities. [16]
5. What is an e-market place? Explain the characteristic of an e-market place. [16]
6. What is desktop video conferencing? How it is effectively improving the performance of internal commerce [16]
7. State the features of B2B commerce? Discuss the challenges to inter-organisational B2B commerce? [16]
8. What is meant by scalability and Inter-operability in the context of online payment system. [16]

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Set No. 1

IV B.Tech II Semester Examinations, APRIL 2011

E-COMMERCE

Computer Science And Engineering

Time: 3 hours

Max Marks: 80

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

1. Explain the advantages and disadvantages of Internet in searching consumer information and business information. [16]
2. What is e-commerce? State how e-commerce differ from traditional commerce. [16]
3. Discuss the services, e- learning, power- point presentations and DVD authoring. How do you synchronize the knowledge of e-commerce to these? [16]
4. "Intra organisational commerce is the way to increase the effectiveness of electronic commerce". Discuss [16]
5. Write briefly on product suitability for online retailing and state how do you attract shoppers to your website? [16]
6. What is Electronic Billing Presentment and Payment system? Discuss the types of EBPP sytems. [16]
7. Distinguish between EFT and ACH Transfers. [16]
8. What are the limitations of corporate digital library? Suggest measures to overcome them. [16]

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Set No. 3

IV B.Tech II Semester Examinations, APRIL 2011

E-COMMERCE

Computer Science And Engineering

Time: 3 hours

Max Marks: 80

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

1. What is an electronic purse? What purposes do they serve? [16]
2. State the origin and growth of e-commerce? Also explain different types of e-commerce. [16]
3. Differentiate between digital videos and desktop video processing. [16]
4. What do you mean by filtering? Who are the filtering agents? [16]
5. Explain how enterprise resource planning and supply chain management software differs in their goals and implementations. [16]
6. What is EDI? How does it build up relationship between organizations? [16]
7. Discuss the problems associated with on-line marketing research? [16]
8. Why is it difficult to categorise e-commerce business models? What are the difficulties? [16]
