R07

Set No: 1

Code No: V3242

III B.Tech. II Semester Supplementary Examinations, April/May – 2013
E-COMMERCE
(Information Technology)

Time: 3 Hours **Max Marks: 80**

Answer any FIVE Questions
All Questions carry equal marks
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1. a) Describe about electronic commerce industry framework in detail.
   b) Explain about the significance of Multimedia Content for E-Commerce Applications.

2. a) Give classification of wide range of applications envisioned for the consumer market place.
   b) Describe about Mercantile Transactions Using Credit Cards in detail.

3. a) What is electronic or digital cash? What are its properties? Describe about purchasing digital cash from currency servers.
   b) What is Electronic fund Transfer? What is the security issues involved in it?

4. a) Compare and control information flow without EDI and with EDI.
   b) What is value added network? Describe the functions and disadvantages of third-party VAN.

5. a) Discuss about different ways in which Internet and the web improve logistics and supply chain management?
   b) What is workflow management? How product or service customization is adopted in intra organizational commerce?

6. a) Discuss in detail about different types of digital documents.
   b) Explain about Passive or pull-based advertising paradigm on the on-line world.

7. a) Describe about interactive product catalogues in detail.
   b) Discuss different types of indexing methods are used by search engines.

8. a) Explain about using ISDN for Desktop video conferencing.
   b) Discuss different multimedia compression methods in detail.

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Set No: 2

Code No: V3242

III B.Tech. II Semester Supplementary Examinations, April/May – 2013
E-COMMERCE
(Information Technology)

Time: 3 Hours　　　　　　　　　　　　　　　　　　　　　　　　　**Max Marks: 80**

Answer any FIVE Questions
All Questions carry equal marks
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1.　a) Give different definitions of electronic commerce and discuss the E-commerce opportunities available for companies in India.
　　b) Delineate about different general classes of electronic commerce applications.

2.　a) Explain about the impact of home entertainment on traditional industries.
　　b) Discuss about pre-purchase preparation in mercantile model.

3.　a) Discuss in detail about different categories in credit card based payments.
　　b) What are electronic checks? Discuss about payment transaction sequence in an electronic check system.

4.　a) Describe in detail about EDI in action.
　　b) Give the Structure of EDI transactions and discuss about comparison of EDIFACT & X.12 Standards.

5.　a) What are the macro forces that influence internal commerce? Suggest remedial measures to overcome the barriers.
　　b) Define global marketing? Give and explain about the characteristics of global marketing.

6.　a) Discuss the various available strategies of internet advertisement.
　　b) Explain in detail about business that can be promoted to meet customers need by improving document management support with an example.

7.　a) Describe about directory and discuss their types in detail.
　　b) What is consumer search? Explain the process of consumer search in online marketing.

8.　a) Explain different types of desktop video conferencing in detail.
　　b) Describe about multimedia server and also discuss how to manage multimedia information.

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Code No: V3242

R07

Set No: 3

III B.Tech. II Semester Supplementary Examinations, April/May – 2013
E-COMMERCE
(Information Technology)

Time: 3 Hours　　　　　　　　　　　　　　　　　　　　　　　　**Max Marks: 80**

Answer any FIVE Questions
All Questions carry equal marks
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1. a) Discuss in detail about different pressures that influence business in changing business environment.
   b) Explain about internet commerce and discuss about internet and the trade cycle in detail.

2. a) Explain about television based and catalog based shopping in detail.
   b) Discuss different types of purchasing in markets in detail.

3. a) What are the limitations and problems of traditional payment methods for real time payment interaction?
   b) Describe about different risks in EPS and risk management of any payment system in detail.

4. a) Discuss in detail about EDI semantic layer and EDI standard layer.
   b) How EDI can change the life of common man? Discuss in detail.

5. a) What are vertical and horizontal markets? Compare Vertical organization with horizontal organization.
   b) Define internal commerce. Discuss in detail about the types of internal commerce.

6. a) What are the advantages and limitations of internet advertisement as compared to traditional media?
   b) Discuss in detail about the issues behind Document Infrastructure.

7. a) Explain in detail about information filtering system and also features of information filtering.
   b) Describe about White pages through x.500 in detail.

8. a) Categorize and explain different codec schemes in detail .
   b) Write a detailed note on Desktop video application software.

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Code No: V3242

R07

Set No: 4

III B.Tech. II Semester Supplementary Examinations, April/May – 2013
E-COMMERCE
(Information Technology)

Time: 3 Hours   **Max Marks: 80**

Answer any FIVE Questions
All Questions carry equal marks
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1. a) Explain in detail about quick response retailing with chain diagram.
    b) Describe in detail about the elements of electronic commerce applications.

2. a) Describe about personal finance and home banking management in detail.
    b) What is meant by information brokers? State why their services are needed in
       E-Commerce.

3. a) Describe about various evaluation methods for evaluating various electronic token based
       methods.
    b) What is SET? Why do we need SET? What features does SET specify?

4. a) Explain about EDI Envelope for Message Transport in detail.
    b) What are the benefits of EDI? Discuss about the significant role of EDI in international
       trade.

5. a) Discuss the impact of B2B commerce on supply chain management practices in retail
        sector.
    b) What is automation customization? What are the key issues in customization of product
       or services?

6. a) Highlight about the role that documents play in today's organization and how business
       can better meet their customers' needs by improving document management support in
       detail.
    b) What is the significance of online marketing? State the limitations of on-line marketing.

7. a) Describe how an on-line database is important for individual and organizational decision
       making?
    b) What are the challenges and problems that are encountered in information search?

8. a) Describe different video conferencing programs are available on the internet.
    b) Explain about multimedia storage technology in detail.

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