

Code No: K0522/R07

Set No. 1

IV B.Tech II Semester Regular Examinations, Apr/May 2013

E-COMMERCE

(Computer Science & Engineering)

Time: 3 hours

Max Marks: 80

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

1. What is e-commerce? State how e-commerce differ from traditional commerce.[16]
2. Discuss about the consumer oriented services envisaged for the consumer favoring e-commerce. [16]
3. Define the concept of micro-payments giving examples and explain their uses in e-commerce. [16]
4. Discuss the lagal, security and privacy issues involved in EDI. [16]
5. Enumerate the advantages and disadvantages in using Internet and Web Technology in supply chain management. [16]
6. What are the limitations of corporate digital library? Suggest measures to overcome them. [16]
7. What are the challenges for information search? How business houses finds consumer information [16]
8. Describe connection less vs connection-oriented networks? [16]

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Set No. 2

IV B.Tech II Semester Regular Examinations, Apr/May 2013

E-COMMERCE

(Computer Science & Engineering)

Time: 3 hours

Max Marks: 80

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

1. What are the major limitations on the growth of e-commerce in India? How do you overcome them? [16]
2. Why is it difficult to categorise e-commerce business models? What are the difficulties? [16]
3. What is electronic cash? Explain its properties and advantages. [16]
4. What are the applications of EDI? Mention their advantages and disadvantages. [16]
5. Explain how enterprise resource planning and supply chain management software differs in their goals and implementations. [16]
6. Describe the push technology and state its benefits. [16]
7. How do you integrate research and consumer buying behaviour? [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. 3

IV B.Tech II Semester Regular Examinations, Apr/May 2013

E-COMMERCE

(Computer Science & Engineering)

Time: 3 hours

Max Marks: 80

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

1. What roles do telecommunication firms and Internet service Providers play in e-business? [16]
2. Compare and Contrast online retailing with traditional retailing. [16]
3. What is a hybrid card? What is its role in e-Commerce? [16]
4. Distinguish between EFT and ACH Transfers. [16]
5. In what ways the Internet and the web improve logistics and supply chain management? [16]
6. What are database, data warehouse and data mining? List out the major differences among them. [16]
7. What is information retrieval? Explain the difficulties in the process of retrieval. [16]
8. "E-commerce functions also useful in interior designs and sign communications" Discuss. [16]

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Set No. 4

IV B.Tech II Semester Regular Examinations, Apr/May 2013

E-COMMERCE

(Computer Science & Engineering)

Time: 3 hours

Max Marks: 80

Answer any FIVE Questions

All Questions carry equal marks

1. How does e-commerce benefit a company and how by e-commerce a company can serve its customer better? [16]
2. What is e-retailing? Explain its advantages to consumer and business. [16]
3. Discuss the basic requirements of an online payment system. [16]
4. What is EDI? How does it build up relationship between organizations? [16]
5. Enumerate the advantages and disadvantages in using Internet and Web Technology in supply chain management. [16]
6. Explain the concept of Internet advertisement. Describe the objectives and growth of Internet advertisement? [16]
7. What is consumer search? How search engines are helpful in searching potential consumers in on-line marketing [16]
8. Explain various types of desktop video conferencing. In this context discuss POTS for video conferencing [16]
