Code No: K0522   **R07**   **Set No. 1**

IV B.Tech II Semester Supplementary Examinations, July/Aug 2012
E-COMMERCE
(Computer Science & Engineering)

Time: 3 hours   Max Marks: 80

Answer any FIVE Questions
All Questions carry equal marks
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1. What roles do telecommunication firms and Internet service Providers play in e-business? [16]

2. What is meant by information brockers? State why their services are needed in e-commerce? [16]

3. What is electronic cash? Explain its properties and advantages. [16]

4. What are the advantages and limitations of VANs. [16]

5. Explain the role of efficient customer response in Supply chain management. [16]

6. Define data mining and describe its use in market research. [16]

7. What do you understand by virtual reality? In this context discuss on virtual reality modeling language (VRML) [16]

8. Explain Networks. Discuss in detail the Integrated Digital Networks (ISDN). [16]

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Code No: **K0522**   **R07**   **Set No. 2**

IV B.Tech II Semester Supplementary Examinations, July/Aug 2012
E-COMMERCE
(Computer Science & Engineering)

Time: 3 hours   **Max Marks: 80**

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

1. What are the basic architectural elements of e-commerce? Also explain broad goals of e-commerce. [16]

2. How do you convert a visitor to your website into buyer or your customer? [16]

3. What is meant by scalability and Inter-operability in the context of online payment system. [16]

4. State the features of B2B commerce? Discuss the challenges to inter-organisational B2B commerce? [16]

5. Enumerate the advantages and disadvantages in using Internet and Web Technology in supply chain management. [16]

6. What are the various methods in online market research? Suggest remedial measures to overcome the limitations of the same [16]

7. What do you mean by information retrieval? Discuss specific models on information retrievals. [16]

8. Explain the utility of Internet for video conferencing. In this context explain MBONE [16]

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Code No: K0522 **R07** **Set No. 3**

IV B.Tech II Semester Supplementary Examinations, July/Aug 2012
E-COMMERCE
(Computer Science & Engineering)

Time: 3 hours Max Marks: 80

Answer any FIVE Questions
All Questions carry equal marks
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1. 'e-commerce has evolved from its simple notion of electronic shopping'. Justify.
   [16]

2. Critically evaluate the progress of consumer oriented e-commerce in India? [16]

3. What are the types of digital wallets? Explain. [16]

4. Explain the information flows in the EDI purchasing process. [16]

5. Compare and contrast real and virtual organisational structures. [16]

6. Describe a banner. Compare banner swapping to a banner exchange. [16]

7. Explain the advantages and disadvantages of Internet in searching consumer information and business information. [16]

8. Explain the relationship between e-commerce and Multimedia [16]

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Code No: K0522   **R07**   **Set No. 4**

IV B.Tech II Semester Supplementary Examinations, July/Aug 2012
E-COMMERCE
(Computer Science & Engineering)

Time: 3 hours   Max Marks: 80

Answer any FIVE Questions
All Questions carry equal marks
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1. Define B2B. Describe the nature of business-to-business transections in e-commerce?
   [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. How does EDI work on Internet? What are the roadblocks?   [16]

5. What is workflow co-ordination? Describe work-flow co-ordination in intra organizational commerce.   [16]

6. How can one advertise in a chat room? What are the limitations of it?   [16]

7. Explain the utility of business information. In this context explain Wide Area Information service engine (WAIS).   [16]

8. Explain the process of Web design, Game design and print design by a multi media company.   [16]

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