

Code No: V3242

R07**Set No: 1**

III B.Tech. II Semester Supplementary Examinations, December - 2012

E-Commerce
(Information Technology)**Time: 3 Hours****Max Marks: 80**Answer any FIVE Questions
All Questions carry equal marks

1. a) Elucidate in detail about generic framework for electronic commerce.
b) Discuss about consumer applications and social interaction. What do customers really want? What are customers willing to spend? [8+8]
2. a) Describe about personal Finance and Home Banking Management and their services in detail.
b) Explain different Mercantile Models from the Consumer's perspective in detail. [8+8]
3. a) What are the properties of electronic cash? Describe about purchasing e-cash from currency servers in detail.
b) Discuss different factors in designing electronic payment system. [8+8]
4. a) Discuss in detail about legal, security and privacy issues in EDI.
b) Describe different scenarios in industries that use EDI extensively. [8+8]
5. a) What is supply chain management? Describe about the management components of SCM.
b) What are the macro forces influence internal commerce? Suggest remedial measures to overcome the barriers. [8+8]
6. a) With a neat sketch explain the architecture of digital library.
b) Explain in detail about on-line advertising paradigms that are emerging in the on-line world. [8+8]
7. a) Explain in detail about information filtering and features of the information filtering.
b) Describe in detail about electronic yellow pages. [8+8]
8. a) Explain about digital video and electronic commerce and discuss about the characteristics of digital video.
b) Define multimedia. What is multimedia data compression? Discuss different compression methods. [8+8]

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R07**Set No: 2**

III B.Tech. II Semester Supplementary Examinations, December - 2012

E-Commerce
(Information Technology)**Time: 3 Hours****Max Marks: 80**Answer any FIVE Questions
All Questions carry equal marks

1. a) Give the anatomy of E-commerce applications in detail.
b) Describe in detail about client-server architecture in electronic commerce. [8+8]
2. a) Explain about steps taken by customers in product/service purchasing.
b) Explain about order management cycle in e-commerce. [8+8]
3. a) Describe in detail about Digital token based EPS.
b) What is Electronic Fund Transfer? Describe in detail about categories of EFT. [8+8]
4. a) Explain about information flow with EDI and discuss about benefits of EDI.
b) Describe in detail about value added networks. Also discuss about functions of a third-party VAN. [8+8]
5. a) Discuss different forms of organizational structures in detail.
b) What is customization? Explain in detail about implementation and types of mass customization. [8+8]
6. a) Explain in detail about the dimensions of internal electronic commerce system.
b) Describe about key components for making internet advertising effectively. [8+8]
7. a) Explain in detail about electronic white pages? What does white pages schema data model specify? Explain.
b) What are the challenges and problems that are encountered in information search? [8+8]
8. a) Write a detailed note on Desktop video application software.
b) What are the benefits associated with desktop video conferencing? State how to overcome the limitations of it. Elucidate in detail different types of desktop video conferencing. [8+8]

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R07**Set No: 3**

III B.Tech. II Semester Supplementary Examinations, December - 2012

E-Commerce
(Information Technology)**Time: 3 Hours****Max Marks: 80**Answer any FIVE Questions
All Questions carry equal marks

1. a) Describe in detail about elements of electronic commerce applications.
b) Discuss in detail about work group collaboration applications. [8+8]
2. a) Describe in detail about Mercantile Models from the Merchant's Perspective.
b) Explain in detail about desirable characteristics of an electronic market place. [8+8]
3. a) Describe about payment transaction sequence in an electronic check system in detail.
b) Explain in detail about risks in electronic payment system. [8+8]
4. a) Describe information flow when paper documents are shuffled between organizations via the mailroom.
b) Discuss about layered architecture of EDI. Explain each layer in detail. [8+8]
5. a) Explain in detail about work flow automation and co-ordination .
b) What are vertical and horizontal markets? Compare Vertical organization with horizontal organization. [8+8]
6. a) Explain different types on on-line transaction in detail.
b) Share some issues in digital document management and explain different types of digital documents. [8+8]
7. a) Discuss in detail about email filtering.
b) Explain the utility of business information. In this context explain Wide Area Information service engine (WAIS) and its elements in detail. [8+8]
8. a) Discuss different types of codec schemes. In this context explain various moving pictures experts group (MPEG). How MPEG different from JPEG?
b) Explain in detail about using ISDN for video conferencing. [8+8]

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R07**Set No: 4**

III B.Tech. II Semester Supplementary Examinations, December - 2012

E-Commerce
(Information Technology)**Time: 3 Hours****Max Marks: 80**Answer any FIVE Questions
All Questions carry equal marks

1. a) Give in detail with the block diagram of generic video on-demand systems.
b) Describe about electronic Commerce technologies and generic trade cycles in detail. [8+8]
2. a) What are the components that compromise credit card transactions in mercantile process? Explain in detail.
b) Discuss about impact of home entertainment on traditional industries. [8+8]
3. a) Delineate different payment systems in detail.
b) Describe about on-line payment process using third party processor. [8+8]
4. a) Explain in detail about how EDI works?
b) Discuss about the role of EDI in international trade. [8+8]
5. a) Explain different types of electronic brokerages in internal markets.
b) What is intra organizational commerce? Explain the procedure to construct an effective intra organizational commerce. [8+8]
6. a) What is document library? Explain in detail about business that can be promoted to meet customers need by improving document management support with an example.
b) Describe in detail about architecture of corporate data warehouse. Explain about characteristics and functions performed by data warehouse. [8+8]
7. a) Describe in detail about information search and resource discovery paradigms.
b) What is electronic commerce catalogue? Explain the various types of catalogues. [8+8]
8. a) Describe about using the internet for Video Conferencing in detail.
b) Write short notes on MPEG and its standards in detail. [8+8]
