

Code: 9A12801

R09

B.Tech IV Year II Semester (R09) Advanced Supplementary Examinations, July 2013

E-COMMERCE

(Information Technology)

Time: 3 hours

Max. Marks: 70

Answer any FIVE questions

All questions carry equal marks

- 1 What are the E-commerce consumer applications? Explain any two applications.
- 2 Explain about Mercantile process models.
- 3 What are risks involved in the various types of electronic payment systems relevant to business?
- 4 (a) What is EDI? List the benefits of EDI.
(b) Explain briefly about value added networks.
- 5 (a) What are the applications of intra-organizational E-commerce?
(b) Write briefly about supply chain management.
- 6 Explain about wireless communication platforms for LANs.
- 7 (a) How do you build an effective E-business? Explain its strategies.
(b) Explain about E-business requirements for rapid application development.
- 8 (a) Explain about various types of E-commerce security technologies.
(b) What are the threats due to lack of security? Explain.
