

Code: 9A12801

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B. Tech IV Year II Semester (R09) Regular Examinations, March/April 2013

E-COMMERCE

(Information Technology)

Time: 3 hours

Max. Marks: 70

Answer any FIVE questions
All questions carry equal marks

- 1 How many types of E-commerce are there? Discuss them briefly.
- 2 Discuss about mercantile model from the Merchant's perspective.
- 3 What is a smart card? What are their types and uses?
- 4 Explain the working of financial EDI for E-commerce.
- 5 Discuss about the customization and internal commerce. Explain them briefly.
- 6 What concerns are used for the mobile enterprise? Explain in detail.
- 7 (a) Explain about categories of business value.
(b) Discuss about the E-business intelligence tools for application development.
- 8 (a) What is Flawed infrastructure?
(b) Write short notes on:
 - (i) Outside attacks
 - (ii) Inside attacks

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E-COMMERCE

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Answer any FIVE questions
All questions carry equal marks

- 1 Explain the E-commerce consumer applications in detail.
- 2 Discuss about the Mercantile process models. Explain them briefly.
- 3 Discuss the advantages and disadvantages of various electronic payment systems.
- 4 What are financial EDI and financial VANS? State their applications.
- 5 What are the models available in supply chain management? Explain any one of the model with a suitable example.
- 6 What is WAN? Explain about the wireless WANS in detail.
- 7 Explain about the changing face of application development. Explain them briefly.
- 8 Write short notes on:
 - (a) Profiling
 - (b) Personalization
 - (c) Privacy

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E-COMMERCE

(Information Technology)

Time: 3 hours

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Answer any FIVE questions
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- 1 Explain about the anatomy of E-commerce applications. Explain them briefly.
- 2 Discuss about mercantile model from Consumer's perspective.
- 3 How smart card payment system is better than credit card payment system? Explain in brief.
- 4 Explain the costs and benefits of EDI.
- 5 What is supply chain management? Discuss the key issues.
- 6 Explain about the wireless communication platforms for LANs in detail.
- 7 What is E-business? Explain about the E-business strategy in detail.
- 8 (a) What is a Cyber security need?
(b) Explain about the Internet security education.

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Answer any FIVE questions
All questions carry equal marks

- 1 Discuss about the generic frame work of electronic commerce.
- 2 Explain about the Mercantile transactions using credit cards.
- 3 (a) Write short notes on risks in electronic payment systems.
(b) What are electronic payments issues? Explain them briefly.
- 4 What is EDI? How does it build up relationship between organizations?
- 5 Discuss about the workflow automation and co-ordination. Explain them briefly.
- 6 Explain in detail about wireless industry standards.
- 7 What are E-business requirements for rapid application development? Explain them briefly.
- 8 Discuss about bidding an E-commerce trust infrastructure.
