R07

Code: R7420503

B.Tech IV Year II Semester (R07) Supplementary Examinations, March/April 2013
E-COMMERCE
(Computer Science & Engineering)

Time: 3 hours   Max. Marks: 80

Answer any FIVE questions
All questions carry equal marks

*****

1   Explain multimedia content for E-commerce applications.

2   Explain the desirable characteristics of an electronic market place.

3   (a) Write a short notes on business issues and smart cards.
    (b) Write a short notes on relationship-based smart cards. Moderate.

4   Explain EDI application in business.

5   "Intra organizational commerce is the way to increase the effectiveness of electronic
        commerce". Discuss.

6   (a) Discuss the various available strategies of internet advertisement.
    (b) What are the advantages and limitations of internet advertisement as compared to
        traditional media?

7   What do you mean by electronic white and yellow pages of directory business? Discuss
        the overview of directory business.

8   Describe about desktop video processing and video conferencing in detail.

*****