

R09

Code No: C6208

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD

M.Tech I Semester Examinations March/April-2011

E-COMMERCE

(WEB TECHNOLOGIES)

Time: 3hours

Max.Marks:60

**Answer any five questions
All questions carry equal marks**

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1. Provide and describe a Generic Frame Work for Electronic Commerce. [12]
2. What is an Electronic Token? Explain various Digital Token based Electronic Payment Systems. [12]
3. Explain Layered Architecture of Electronic Data Interchange. [12]
4. a) Explain Supply Chain Management in detail.
b) Differentiate Push Based Supply Chain and Pull Based Supply Chain. [12]
5. What is a Digital Document? Explain types of Digital Documents in detail. [12]
6. Explain the Interactive Marketing Process on the Internet. [12]
7. Explain wide area information service (WAS) engine. [12]
8. Explain Digital video compression/decompression. [12]

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