

R13

Code No: 118BG

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD**B. Tech IV Year II Semester Examinations, April - 2018****E-COMMERCE
(Information Technology)****Time: 3 hours****Max. Marks: 75****Note:** This question paper contains two parts A and B.

Part A is compulsory which carries 25 marks. Answer all questions in Part A. Part B consists of 5 Units. Answer any one full question from each unit. Each question carries 10 marks and may have a, b, c as sub questions.

PART - A**(25 Marks)**

- 1.a) What is E-commerce? [2]
- b) What are the various advantages and disadvantages of e-commerce? [3]
- c) What are the types of smart cards? [2]
- d) What are the various properties of Electronic cash? [3]
- e) What is supply chain management? [2]
- f) What is the objective of Horizontal Organization? [3]
- g) Define Digital library. [2]
- h) What are the advantages of Digital Documents? [3]
- i) What is Wide Area Information Service (WAIS) Engine? [2]
- j) What is meant by Lossy Compression? [3]

PART - B**(50 Marks)**

- 2.a) Give the frame work of electronic commerce.
 - b) Discuss Electronic Commerce Organizational applications. [5+5]
- OR**
3. Explain Mercantile Models from the Consumer's perspective. [10]
- 4.a) Write short notes on Credit-Based Electronic Payment Systems.
 - b) Give an overview of inter organizational commerce. [5+5]
- OR**
- 5.a) Explain information flow between organizations with EDI.
 - b) Give an overview of various electronic payment systems. [5+5]
- 6.a) Discuss the components of Intra organizational electronic commerce.
 - b) What is workflow management? How product or service customization is adopted in intra organizational commerce? [5+5]
- OR**
- 7.a) Give the advantages of automation in intra organization commerce.
 - b) What do you mean by customization? Explain how it enables intra organizational commerce. [5+5]

8.a) Explain any two types of Digital Documents.

b) Explain various types of Data warehouses.

[5+5]

OR

9.a) Write about Push-based advertising and Pull-based advertising.

b) Write short notes on Market research.

[5+5]

10.a) What is information filtering? Explain Mail-filtering and News-Filtering.

b) Explain various emerging tools that are available in Electronic Commerce for Consumer Data Interface.

[5+5]

OR

11.a) Discuss applications of Digital Video.

b) Explain several of types of Moving Pictures Expert Group (MPEG).

[5+5]

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