JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD
B. Tech IV Year II Semester Examinations, May - 2017
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)	Discuss Consumer Oriented E-Commerce.	[3]
c)	What is Smart Card? Give its benefits?	[2]
d)	What are the challenges associated with Credit Card payment?	[3]
e)	Give the advantages of Intra and Inter Organizational Commerce.	[2]
f)	What is Customization?	[3]
g)	What is Document Library?	[2]
h)	Give the advantages of Advertising on Internet.	[3]
i)	The role of Digital Video in E- Commerce.	[2]
j)	Explain key multimedia concepts.	[3]

PART - B

(50 Marks)

2.a)   Explain the anatomy of E-Commerce applications.
   b)   Give important E-Commerce organization applications.   [5+5]
OR
3.a)   Discuss in detail about Mercantile Process models.
   b)   Give important E-Commerce Consumer applications.   [5+5]

4.a)   Write a short note on Risks in Electronic Payment systems.
   b)   Discuss in detail about Value added networks.   [5+5]
OR
5.a)   What is EDI? How to implement EDI?
   b)   Discuss Digital Token-Based Electronic payment system.   [5+5]

6.a)   Give the workflow of Intra Organizational Commerce.
   b)   What is Supply chain Management? Discuss its advantages and challenges.   [5+5]
OR
7.a)   What is Internal Commerce? How it is differ from Intra Commerce?
   b)   Write a short note on Automation.   [5+5]

8.a) What are various corporate Data Warehouses? Discuss in detail with suitable diagrams.
  b) Discuss in detail about Information based marketing.   [5+5]

OR

9.a) Write a short note on on-line marketing process.
  b) What is market research? Discuss its importance in E-Commerce.   [5+5]

10.a) Explain the importance of Information search and Retrieval.
  b) Write a short note on Commerce Catalogues.   [5+5]

OR

11.a) How to process Desktop video? Discuss Desktop video conferencing.
  b) Write a short note on Information Filtering.   [5+5]

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