

Code No: 128BG**JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD****B. Tech IV Year II Semester Examinations, May - 2019****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 **i-way**? Explain. [2]
- b) List the types of "last mile" connections. [3]
- c) Write about credit cards. [2]
- d) Write notes on electronic checks. [3]
- e) Write the Goals of Customer Relationship Management. [2]
- f) What are the two main types of micromarketing. [3]
- g) Write about corporate Data warehouses. [2]
- h) Discuss about Document Library. [3]
- i) What do you mean by Data Encryption Standard. [2]
- j) Describe commerce catalogues. [3]

PART - B**(50 Marks)**

- 2.a) List and briefly explain E-Commerce applications.
 - b) Explain the Generic Frame work of the E-Commerce with diagram. [5+5]
- OR**
- 3.a) Write notes on secure messaging in E-commerce.
 - b) Discuss about pre purchase preparation in mercantile model. [5+5]
- 4.a) Describe the layered architecture of EDI.
 - b) What are VANs? Discuss in detail about VANs. [5+5]
- OR**
- 5.a) Discuss the legal, security and privacy issues involved in EDI.
 - b) Write about various EDI standards. [5+5]
- 6.a) Explain disadvantages in using Internet and Web Technology in supply chain management.
 - b) Explain about product or service customization. [5+5]
- OR**
- 7.a) Explain about customization and internal commerce.
 - b) Discuss on Agile Manufacturing in supply chain management. [5+5]

- 8.a) Write and explain various limitations of on-line Marketing.
b) Explain about digital document management issues and concerns. [5+5]
- OR**
- 9.a) Describe online marketing research. Explain the procedure for conducting online marketing research.
b) Explain the capabilities provided by the structured documents. [5+5]
- 10.a) Explain in brief about organizational search process class of Information.
b) Discuss about Electronic White Pages. [5+5]
- OR**
- 11.a) Write notes on multimedia storage technology.
b) Write about different types of desktop video conferencing. [5+5]

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