



**MALLA REDDY UNIVERSITY**  
SoE - B.Tech - Department of CSE/AIML/DS/IT  
IV Year - I Semester Minor-II Examination

**Set-1**

**R-22**

**Subject: E-Commerce**

**Subject Code: MR22-1CS0191**

**Date: 12/11/2025(AN)**

**Duration: 1Hr 15 Minutes**

**Max. Marks: 15**

<b>Hall Ticket No.</b>												
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**Note: Answer any Three Questions. All Questions Carry Equal Marks**

**3 \* 5 = 15M**

Q.No	Question	Bloom level	CO	Mark
1)	Explain E-mail marketing, electronic marketplaces and portals?	L3	3	5 M
2)	Write about different advertising methods in ecommerce?	L4	4	5 M
3)	Write notes on following: a) Content Marketing b) Collaborative Computing	L5	5	5 M
4)	Write notes on following: a) Digital Certificate b) E-Logistic	L5	5	5 M

**Course Instructor(s)**

**Course Coordinator**

**HOD**

**DEAN**



**MALLA REDDY UNIVERSITY**  
SoE - B.Tech - Department of CSE  
IV Year - I Semester Minor-II Examination

**Set-2**

**R-22**

**Subject: E-Commerce**

**Subject Code: MR22-1CS0191**

**Date: 12/11/2025(AN)**

**Duration: 1Hr 15 Minutes**

**Max. Marks: 15**

<b>Hall Ticket No.</b>												
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**Note: Answer any Three Questions. All Questions Carry Equal Marks**

**3 \* 5 = 15M**

Q.No	Question	Bloom level	CO	Mark
1)	What are the risks involved in Electronic Payment Systems?	L3	3	5 M
2)	How do we achieve workflow automation in e-business environment?	L4	4	5 M
3)	What is Supply Chain Management? Why is it important in e-business environment?	L5	5	5 M
4)	Write short notes on any TWO topics. A) E-brokerage. B) Digital Signatures.	L4	4	5 M