

**IV B.Tech II Semester Supplementary Examinations, April/May 2017**  
**E-COMMERCE**  
**(Common to Computer Science & Engineering & Information Technology)**  
**Time: 3 hours** **Max Marks: 75**

**Answer any FIVE Questions**  
**All Questions carry equal marks**

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1. State the origin and growth of e-commerce? Also explain different types of e-commerce. [15]
2. How do you make customers come back to you in B2C e-commerce? [15]
3. Explain the characteristics of online payment system? [15]
4. What are the various requirements of EDI? How does it differ from e-mail? [15]
5. Enumerate the advantages and disadvantages in using Internet and Web Technology in supply chain management. [15]
6. Describe Internet advertisement. List out the advantages of Internet advertisement. [15]
7. Explain various costs that are associated in searching information sources. [15]
8. Discuss Net works. In this context, explain B-ISDN versus ATM [15]

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**IV B.Tech II Semester Supplementary Examinations, July/Aug 2017**  
**E-COMMERCE**

**(Computer Science & Technology)**

**Time: 3 hours**

**Max Marks: 75**

**Answer any FIVE Questions**  
**All Questions carry equal marks**

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1. What is e-commerce? State how e-commerce differ from traditional commerce.[15]
2. What is e-retailing? Explain its advantages to consumer and business. [15]
3. What is electronic cash? Explain its properties and advantages. [15]
4. State the features of B2B commerce? Discuss the challenges to inter-organisational B2B commerce? [15]
5. Explain how enterprise resource planning and supply chain management software differs in their goals and implementations. [15]
6. Discuss the various available strategies of Internet advertisement [15]
7. What are the challenges for information search? How business houses finds consumer information [15]
8. Distinguish between multi tasking and multi threading. How they are different from multi processing? [15]

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Code No: **R4205G**

**R10**

**Set No. 1**

**IV B.Tech II Semester Regular/Supplementary Examinations, April/May - 2016**

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**Time: 3 hours**

**Max. Marks: 75**

**Answer any FIVE Questions  
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- 1 a) Discuss about information process categorization in e-commerce. [8]  
b) Write notes on secure messaging in e-commerce. [7]
- 2 a) Explain how pre-purchase is determined in e-commerce. [7]  
b) Discuss about mercantile transaction using credit cards. [8]
- 3 a) Discuss about legal issues and operational risks in electronic cash. [8]  
b) What are the factors for design of electronic payment system? [7]
- 4 a) Present various issues and limitations in EDI. [8]  
b) What are VANs? Discuss in detail about VANs. [7]
- 5 a) Explain about intra-organizational electronic commerce. [8]  
b) Discuss on Agile Manufacturing in supply chain management. [7]
- 6 a) Discuss about hypertext documents and structured documents. [8]  
b) Write about e-advertising and marketing. [7]
- 7 a) What are interactive product catalogs? Explain with example. [8]  
b) Discuss about Electronic White Pages. [7]
- 8 a) Explain with applications, how Internet can be used for video conferencing. [7]  
b) Explain in detail about multimedia data compression. [8]

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**R10**

**Set No. 2**

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**Time: 3 hours**

**Max. Marks: 75**

**Answer any FIVE Questions  
All Questions carry equal marks**

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- 1 a) Explain about e-commerce framework in detail. [8]  
b) Explain about brokerage and data management in e-commerce. [7]
- 2 a) How home shopping is categorized in e-commerce? Discuss about it. [7]  
b) Explain how purchase consumption is implemented in electronic commerce. [8]
- 3 a) What is electronic cash? Present the properties of it. [7]  
b) Write about credit card based electronic payment systems. [8]
- 4 a) With a neat sketch explain information flow with and without EDI. [9]  
b) List out various applications of EDI. [6]
- 5 a) Discuss about workflow automation in detail. [7]  
b) Write notes on pull based and push based supply chain management. [8]
- 6 a) Explain various document oriented processes. [8]  
b) What are various functions and features of data warehouse? [7]
- 7 a) Write about Wide Area Information Service Engine. [8]  
b) Explain the typical features of information filtering processes. [7]
- 8 a) Discuss about multimedia servers in detail. [8]  
b) Explain about desktop video application software. [7]

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**R10**

**Set No. 3**

**IV B.Tech II Semester Regular/Supplementary Examinations, April/May - 2016**

**E – COMMERCE**

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**Time: 3 hours**

**Max. Marks: 75**

**Answer any FIVE Questions  
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- 1 a) Detail about the anatomy of electronic commerce. [7]  
b) Write about middleware services and interface layer services. [8]
- 2 a) Differentiate between intermediate services and advanced services. [8]  
b) Describe the order management cycle in e-commerce. [7]
- 3 a) Explain about electronic check system. [7]  
b) What is EFT? How work on EFT can be segmented? [8]
- 4 a) Describe the layered architecture of EDI. [9]  
b) Write about various EDI standards. [6]
- 5 a) Discuss about workflow coordination in detail. [7]  
b) Write about Efficient Customer Response in supply chain management. [8]
- 6 a) Illustrate the types of digital documents, with an example and brief explanation for each type. [8]  
b) Explain the process to build an end to end data warehouse. [7]
- 7 a) Explain about indexing package categories. [8]  
b) Discuss about consumer data interfaces in detail. [7]
- 8 a) Detail on the types of desktop video conferencing. [7]  
b) Illustrate the characteristics of digital video. [8]

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**R10**

**Set No. 4**

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**Time: 3 hours**

**Max. Marks: 75**

**Answer any FIVE Questions  
All Questions carry equal marks**

**\*\*\*\*\***

- 1 a) Explain about application services in e-commerce. [8]  
b) Discuss about the limitations of electronic commerce. [7]
- 2 a) Explain in detail about consumer oriented services. [8]  
b) Explain the mercantile model from consumer's perspective. [7]
- 3 a) Explain about digital token based electronic payment system. [8]  
b) Discuss about the risks in electronic payment systems. [7]
- 4 a) What is EDI? Briefly discuss about EDI. [6]  
b) Discuss about EDI software implementation. [9]
- 5 a) Present various characteristics of supply chain management. [7]  
b) Explain the role of marketing and distribution in supply chain management. [8]
- 6 a) Detail about corporate digital library with a neat sketch. [8]  
b) Illustrate the process of online marketing with suitable example. [7]
- 7 a) Define Search Engine. Write about three major search methods. [8]  
b) Explain about Electronic Yellow Pages. [7]
- 8 a) Discuss about the factors that have made up desktop video conferencing. [7]  
b) Explain in detail about multimedia storage technology. [8]