Code No: K0522   **R07**   Set No. 1

IV B.Tech. II Semester Regular Examinations, April, 2011
E-COMMERCE
(Computer Science & Engineering)

Time: 3 Hours   **Max Marks: 80**

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

1. a) what is the basic frame work requirement of e-commerce   [10]
   Implementation?
   b) What are the pressures influencing business?   [6]

2. What is an e-market place? Explain the characterization of an e-market place. [16]

3. What is an electronic bill? How does it facilitate e-commerce?   [16]

4. How EDI can change the life of common man.   [16]

5. Enumerate the advantages and disadvantages in using Internet and
   Web Technology in supply chain management.   [16]

6. What is the significance of online marketing? State the limitations of
   on-line marketing?   [16]

7. Explain search engines. What is the utility of search engine for information
   search in the context of WWW Robots, Wanderers and Spiders?   [16]

8. Explain various types of Codecs. In this context explain various moving
   pictures experts group (MPEG). How MPEG different from JPEG?   [16]

1 of 1

Set No. 2

Code No: K0522   **R07**

IV B.Tech. II Semester Regular Examinations, April, 2011
E-COMMERCE
(Computer Science & Engineering)

Time: 3 Hours   **Max Marks: 80**

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

1. a) Explain about the Anatomy of e-commerce applications.   [10]
   b) Explain about Quick Response Retailing.   [6]

2. What are the various forms of advertisements you come across in
   web? Explain about them briefly?   [16]

3. What is electronic fund transfer? What are the security issues involved
   in it?   [16]

4. a) Explain about EDI software implementation.   [10]
   b) Write short notes on Information flow without EDI.   [6]

5. Discuss briefly about supply Chain Management.   [16]

6. Explain about different types of Digital documents.   [16]

7. What is information search and retrieval? Explain.   [16]

8. a) Discuss about desktop video processing.   [10]
   b) Write short notes on CD-ROM.   [6]

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Code No: K0522   **R07**   Set No. 3

IV B.Tech. II Semester Regular Examinations, April, 2011
E-COMMERCE
(Computer Science & Engineering)

Time: 3 Hours   **Max Marks: 80**

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

1. What is the future of E-commerce? Discuss the E-commerce opportunities available for companies in India.   [8]

2. How can existing business take advantage of B2C E-commerce?   [8]

3. What is an Electronic check? Explain.   [16]

4. a) Explain about functions of a third-party VAN.   [8]
   b) Briefly discuss about customization and internal commerce.   [8]

5. a) Explain about customization and internal commerce.   [10]
   b) Differentiate between push-based supply chain and pull-based supply chain.[6]

6. Explain about different types of Digital documents.   [16]

7. a) Explain about Electronic white pages and Electronic yellow pages.   [10]
   b) Explain about interactive product catalogs.   [6]

8. a) Explain about JPEG and MPEG.   [10]
   b) Write short note on MBONE   [6]

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Code No: K0522　　　**R07**　　　Set No. 4

IV B.Tech. II Semester Regular Examinations, April, 2011
E-COMMERCE
(Computer Science & Engineering)

Time: 3 Hours　　　　　　　　　　　　　　　　　**Max Marks: 80**

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

1. a) Discuss briefly about electronic commerce organization applications.
   b) What do you understand by e-commerce? Discuss the driving forces for
      e-commerce.　　　　　　　　　　　　　　　　　　　　　[8+8]

2. a) Explain mercantile models from the merchant's perspective.
   b) What are steps taken by customers in product/service purchasing?　　[8+8]

3. What is Electronic fund Transfer? What are the security issues involved in it? [16]

4. a) Explain about EDI software implementation.　　　　　　　　　　[10]
   b) Write short notes on Information flow without EDI.　　　　　　　　[6]

5. What is automation customization? What are the key issues in customization
   of products or services?　　　　　　　　　　　　　　　　　　[16]

6. a) What is the significance of online marketing? State the limitations of on-line
      marketing.
   b) How is digital library helpful for document management?　　　　　[8+8]

7. What is information filtering? Explain.　　　　　　　　　　　　　　[16]

8. a) Explain about JPEG and MPEG.　　　　　　　　　　　　　　　[10]
   b) Write short note on MBONE.　　　　　　　　　　　　　　　　[6]