

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 Implementation? [10]
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]

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Set No. 2

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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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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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]