

Code : R7321203

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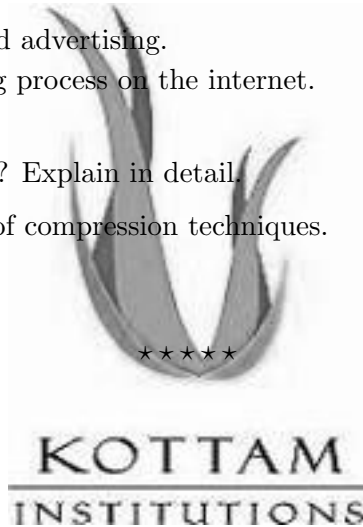
III B.Tech II Semester (R07) Regular Examinations, May 2010
E-COMMERCE
(Information Technology)

Time: 3 hours

Max Marks: 80

Answer any FIVE questions
All questions carry equal marks

1. (a) Explain client-server architecture in E-commerce.
(b) Discuss about consumer access devices.
2. Explain the mercantile models from the consumer's perspective.
3. (a) Write the properties of E-cash? Explain.
(b) Explain the risks in electronic payment system.
4. (a) Explain the functions of a third-party VAN.
(b) Explain EDI layered architecture.
5. (a) Discuss about work-flow automation and co-ordination.
(b) Explain supply chain management.
6. (a) Explain 2 types of push-based advertising.
(b) Explain interactive marketing process on the internet.
7. (a) Explain search engines.
(b) What is information filtering? Explain in detail.
8. (a) Discuss about various types of compression techniques.
(b) Write about MBONE.



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1. (a) Explain the frame work of E-commerce.
(b) Write about multimedia content for E-commerce applications?
2. (a) Write about consumer oriented application ?
(b) Define mercantile process model. Briefly explain mercantile process model from the merchant's perspective.
3. (a) Explain the process of electronic payments using encrypted credit cards.
(b) Explain smart cards.
4. (a) Explain VANS.
(b) Explain EDI software implementation.
5. (a) Explain customization and internal commerce.
(b) Write about supply chain management.
6. (a) Explain various types of digital documents.
(b) Explain the interactive marketing process on the internet.
7. (a) Explain wide area information service engine.
(b) Explain electronic yellow pages.
8. Write short notes on the following :
 - (a) MPEG.
 - (b) MBONE.

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1. (a) Draw the block diagram of video-server architecture? Explain.
(b) Explain E-commerce organization application.
2. (a) Explain mercantile process using digital cash.
(b) Explain the consumer -information search process.
(c) Explain prepurchase preparation from consumer's perspective.
3. (a) Write the advantages of electronic checks? and draw the diagram for payment transaction sequence in an electronic check system.
(b) Explain how the payments are proceed using encrypted credit cards.
4. (a) Write the tangible benefits of EDI?
(b) Explain value -added networks.
5. (a) Explain customization and internal commerce.
(b) Differentiate between push-based supply chain and pull-based supply chain.
6. (a) Explain about structured document .
(b) Write the different types of data warehouse.
7. (a) Explain wide area information service warehouse engine.
(b) Explain electronic yellow pages.
8. (a) Explain CD-ROM.
(b) Write the characteristic of digital video.



KOTTAM

INSTITUTIONS

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Answer any FIVE questions
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1. (a) Explain consumer applications of E-commerce.
(b) Explain video-server architecture.
2. (a) Explain mercantile transactions using credit cards.
(b) Draw the diagram for order management cycle in e-commerce? Explain.
3. (a) Explain how an on-line payment process using a third-party process.
(b) Write the properties of electronic cash? Write the operational risk associated with e-cash?
4. (a) Explain the structure of EDI transactions.
(b) What is VAN? Explain.
5. Explain supply chain management in detail.
6. (a) Explain active documents.
(b) Explain push-based advertising.
7. (a) Explain information filtering.
(b) Explain electronic white pages.
8. (a) Write the different types of codecs? Explain.
(b) Write about the different compression techniques? Explain.

