

Code No: 118BG

**JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD****B. Tech IV Year II Semester Examinations, July - 2019****E-COMMERCE****(Information Technology)****Time: 3 hours****Max. Marks: 75****Note:** This question paper contains two parts A and B.

Part A is compulsory which carries 25 marks. Answer all questions in Part A. Part B consists of 5 Units. Answer any one full question from each unit. Each question carries 10 marks and may have a, b, c as sub questions.

**PART - A****(25 Marks)**

- 1.a) List different types of Consumers. [2]
- b) What do you mean by Convergence of Transmission? [3]
- c) Write about EDI coordinator. [2]
- d) List various properties of e-Cash. [3]
- e) What do you mean by Supply Chain? [2]
- f) Define Virtual Organizations. [3]
- g) Write about Ad hoc documents. [2]
- h) Describe about OLTP. [3]
- i) What do you mean by Word-level indexing? [2]
- j) Write about JPEG. [3]

**PART - B****(50 Marks)**

- 2.a) Discuss about multimedia Content for E-Commerce Application.
- b) What are all the Impacts of "Home Entertainment" on the Traditional Industries? Explain briefly. [5+5]

**OR**

- 3.a) Explain about E-Commerce Consumer Applications.
- b) List and discuss various desirable characteristics of an Electronic Marketplace. [5+5]

- 4.a) Discuss about various types of Electronic payment Systems.
- b) What is EDI? List various EDI applications in Business. [5+5]

**OR**

- 5.a) Explain in detail about various Legal issues of *Electronic Cash*.
- b) How Financial EDI payments are Made? Explain briefly. [5+5]

6. Explain in detail about Work-Flow Automation and Coordination. [10]

**OR**

7. Explain in detail about various types of electronic brokerages in internal markets. [10]

- 8.a) Discuss about online marketing process.  
b) Explain briefly about *Document Imaging*. [5+5]
- OR**
- 9.a) Describe about various capabilities which are provided by *Structured documents*.  
b) Discuss various issues behind the document infrastructure. [5+5]
- 10.a) Explain in detail about Electronic White pages.  
b) Explain briefly about MPEG. [5+5]
- OR**
11. Explain in detail about Desktop video conferencing. [10]

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