Code No: 118BG

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JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD
B. Tech IV Year II Semester Examinations, May - 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

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(25 Marks)

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1.a)	What is **i-way**? Explain.	[2]
b)	List the types of "last mile" connections.	[3]
c)	Write about credit cards.	[2]
d)	Write notes on electronic checks.	[3]
e)	Write the Goals of Customer Relationship Management.	[2]
f)	What are the two main types of micromarketing.	[3]
g)	Write about corporate Data warehouses.	[2]
h)	Discuss about Document Library.	[3]
i)	What do you mean by Data Encryption Standard.	[2]
j)	Describe commerce catalogues.	[3]

PART - B

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(50 Marks)

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2.a)	List and briefly explain E-Commerce applications.	
b)	Explain the Generic Frame work of the E-Commerce with diagram.	[5+5]
	OR	
3.a)	Write notes on secure messaging in E-commerce.	
b)	Discuss about pre purchase preparation in mercantile model.	[5+5]
4.a)	Describe the layered architecture of EDI.	
b)	What are VANs? Discuss in detail about VANs.	[5+5]
	OR	
5.a)	Discuss the legal, security and privacy issues involved in EDI.	
b)	Write about various EDI standards.	[5+5]
6.a)	Explain disadvantages in using Internet and Web Technology in supply chain management.	
b)	Explain about product or service customization.	[5+5]
	OR	
7.a)	Explain about customization and internal commerce.	
b)	Discuss on Agile Manufacturing in supply chain management.	[5+5]

8.a) Write and explain various limitations of on-line Marketing.
  b) Explain about digital document management issues and concerns. [5+5]

OR

9.a) Describe online marketing research. Explain the procedure for conducting online marketing research.
  b) Explain the capabilities provided by the structured documents. [5+5]

10.a) Explain in brief about organizational search process class of Information.
  b) Discuss about Electronic White Pages. [5+5]

OR

11.a) Write notes on multimedia storage technology.
  b) Write about different types of desktop video conferencing. [5+5]

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