

**R15**

**Code No: 128BG**

**JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD**

**B. Tech IV Year II Semester Examinations, December - 2020**

**E-COMMERCE**

**(Information Technology)**

**Time: 2 hours**

**Max. Marks: 75**

**Answer any Five Questions  
All Questions Carry Equal Marks**

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1. Write and explain various functions of E-Commerce. [15]
2. Discuss about information process categorization in e-commerce. [15]
3. Present various issues and limitations in EDI. [15]
4. With a neat sketch explain information flow with and without EDI. [15]
5. Explain the workflow management. [15]
6. Explain about product or service customization. [15]
7. Write and explain various limitations of on-line Marketing. [15]
8. What are interactive product catalogs? Explain with example. [15]

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