R13

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD
B. Tech IV Year II Semester Examinations, September - 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.a)   Explain the anatomy of E-commerce applications.
  b)   Describe the order management cycle in e-commerce.   [7+8]

2.   Explain in details about EDI Implementation.   [15]

3.   Compare and contrast push based vs pull based supply chain management.   [15]

4.a)   With a neat diagram, explain about corporate digital library.
  b)   List different types of digital documents and explain them with suitable illustrations.[7+8]

5.a)   How internet is used for Video conferencing? Explain.
  b)   What are the typical features of information filtering processes? Explain.   [7+8]

6.   Explain the mercantile model from the consumer perspective.   [15]

7.a)   What is digital token-based electronic payment system? Explain.
  b)   Describe the layered architecture of EDI with a neat sketch.   [8+7]

8.   What is Supply chain Management? Why is it important in e-business environment?
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