

Code No: 844AU

R17

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD

MCA IV Semester Examinations, September/October - 2022

E - COMMERCE

Time: 3 Hours

Max.Marks:75

**Answer any five questions
All questions carry equal marks**

- 1.a) What are the impacts, challenges, and limitations of E-Commerce (EC)?
- b) How E-Commerce is different from traditional commerce? [7+8]
- 2.a) Explain infrastructure for E-Commerce in detail.
- b) Describe business - to - business and business – to – customer model of E-Commerce.[7+8]
- 3.a) Explain in detail the electronic payment system along with its types.
- b) Write a detailed note on Electronic Data Interchange (EDI)? [7+8]
- 4.a) What are the security issues to be taken into account in electronic payment system?
- b) What are the major steps involved in an online credit card transaction? [7+8]
- 5.a) What is supply chain management? Discuss how it is advantageous to EC?
- b) Write in brief about collaborative commerce. [7+8]
- 6.a) How to create a Corporate Digital Library?
- b) What is a Corporate Data Warehouses (CDW)? Explain in detail. [7+8]
- 7.a) Define Internet Advertising? Explain its limitations.
- b) Explain the role of search engines in E-Commerce. [7+8]
- 8.a) How is digital video useful for E-Commerce?
- b) Discuss different video conferencing technologies used for EC. [7+8]

---oo0oo---