

Time: 3 Hours

Max.Marks:75

Note: i) Question paper consists of Part A, Part B.

ii) Part A is compulsory, which carries 25 marks. In Part A, Answer all questions.

iii) In Part B, Answer any one question from each unit. Each question carries 10 marks and may have a, b as sub questions.

**PART – A****(25 Marks)**

- 1.a) Write about the anatomy of E-Commerce applications. [5]
- b) What are the characteristics of internet-based EDI? [5]
- c) What is intra organizational commerce? Explain. [5]
- d) How search engines are useful in E-Commerce? Discuss. [5]
- e) What do you mean by desktop video processing? Explain. [5]

**PART – B****(50 Marks)**

- 2.a) Discuss the infrastructures required for E-Commerce.
  - b) What are the types of mercantile process model? Explain. [5+5]
- OR**
- 3.a) What is consumer oriented electronic commerce? Explain.
  - b) What are the advantages, disadvantages and challenges of E-Commerce? Explain. [5+5]
- 4.a) What is Electronic Data Interchange? What are the components of EDI? Discuss its layered Structure?
  - b) What are the risks involved in Electronic Payment Systems? Discuss. [5+5]
- OR**
- 5.a) What is e-payment? Why is orientation and standardization required for e-payment businesses?
  - b) What services are provided by value added networks? Explain. [5+5]
- 6.a) How do we achieve workflow automation in e-business environment?
  - b) What is Supply Chain Management? Why is it important in e-business environment?[5+5]
- OR**
- 7.a) What are the different digital documents available today? Discuss.
  - b) Discuss in detail about corporate data warehouses. [5+5]
- 8.a) What are the various methods used for advertising on Internet? Discuss.
  - b) Why is information based marketing is needed? Explain. [5+5]
- OR**
- 9.a) Describe the process of on-line marketing and market research.
  - b) What is information filtering? What is its impact in retrieving information? Explain.[5+5]
- 10.a) What is the role of digital video in e-commerce? Explain.
  - b) Explain the steps that are required for capturing and displaying multimedia objects.[5+5]
- OR**
- 11.a) Explain about various Compression methods of multimedia data.
  - b) What are the factors have made desktop video conferencing a viable solution for business and personal communications today? Discuss. [5+5]