

R20

Code No: 874AD

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD

MCA IV Semester Examinations, March/April - 2023

E-COMMERCE

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) Differentiate between Traditional business and E-business. [5]
- b) Write a short note on Credit-Based Electronic Payment Systems. [5]
- c) Outline the applications of Digital Video in E-commerce. [5]
- d) Discuss in detail about Email Marketing. [5]
- e) How some Companies move from one revenue model to another to achieve success? [5]

PART – B

(50 Marks)

- 2.a) Discuss the frame work of Electronic Commerce.
 - b) Explain about Mercantile Models from the Consumer's perspective. [5+5]
- OR**
- 3.a) What are the important Electronic Commerce Consumer applications? Explain.
 - b) Explain following as Consumer Oriented Electronic commerce applications
i) Remote Banking ii) Home Shopping. [5+5]
- 4.a) Explain briefly about the Value added networks.
 - b) What do you mean by Customization? Explain how it enables Intra Organizational Commerce. [5+5]
- OR**
- 5.a) Discuss briefly about Risks in Electronic Payment Systems.
 - b) What is Supply Chain Management? Mention its advantages and disadvantage. [5+5]
- 6.a) List and explain various types of Data warehouses.
 - b) What is Information Filtering? Explain Mail-Filtering and News-Filtering. [5+5]
- OR**
- 7.a) Explain the importance of Information Search and Retrieval in E-Commerce.
 - b) Write about Push-based advertising and Pull-based advertising. [5+5]

- 8.a) Explain about EDI on the Internet.
b) Explain the Reasons a buyer might have for wanting to participate in an industry consortium marketplace instead of setting up its own private company marketplace.[5+5]

OR

- 9.a) Compare and contrast between Product based and Customer based Marketing Strategies.
b) What is the importance of Search Engine Positioning and Domain names in online marketing? [5+5]

10. Discuss about various Revenue models. [10]

OR

- 11.a) List and explain the Goals for any business Web sites.
b) Explain the procedure for Online Auctions along with its advantages and disadvantages. [5+5]

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