

Code No: R05321202

Set No. 1

III B.Tech II Semester Regular Examinations, Apr/May 2008
E-COMMERCE
(Information Technology)

Time: 3 hours

Max Marks: 80

Answer any FIVE Questions
All Questions carry equal marks

1. What is e-commerce? State how e-commerce differ from traditional commerce.[16]
2. What are the various forms of advertisements you come across in web? Explain about them briefly? [16]
3. What is electronic cash? Explain its properties and advantages. [16]
4. Explain the information flows in the EDI purchasing process. [16]
5. What are the macro forces influence internal commerce? Suggest remedial measures to overcome the barriers. [16]
6. Describe online marketing research. Explain the procedure for conducting online marketing research. [16]
7. Explain the probabilistic information retrieval models. [16]
8. Explain e-commerce solutions and database solutions that are available in industrial houses for business purposes. [16]

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Set No. 2

III B.Tech II Semester Regular Examinations, Apr/May 2008
E-COMMERCE
(Information Technology)

Time: 3 hours

Max Marks: 80

Answer any FIVE Questions
All Questions carry equal marks

1. How does e-commerce benefit a company and how by e-commerce a company can serve its customer better? [16]
2. What are the challenges for consumer oriented e-commerce in India? [16]
3. What is a smart card? What are their types and uses? [16]
4. Explain the information flows in the EDI purchasing process. [16]
5. What is workflow management? How product or service customization is adopted in intra organisational commerce? [16]
6. What is the significance of online marketing? State the limitations of on-line marketing? [16]
7. What is consumer search? Explain the process of consumer search in online marketing. [16]
8. Explain the storage and transmission requirements for multimedia. [16]

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Set No. 3

III B.Tech II Semester Regular Examinations, Apr/May 2008
E-COMMERCE
(Information Technology)

Time: 3 hours

Max Marks: 80

Answer any FIVE Questions
All Questions carry equal marks

1. How does e-commerce benefit a company and how by e-commerce a company can serve its customer better? [16]
2. Describe the advantages of advertising through web to customer and organization. [16]
3. How do you ensure consumer protection in e-payment system? [16]
4. Explain the costs and benefits of EDI? [16]
5. State the advantages and disadvantages of intra organisational commerce? Suggest remedial measures to overcome the limitations. [16]
6. What are the advantages and limitations of internet advertisement as compared to traditional media. [16]
7. What are the different types of information processing demands on consumers due to information change imposed by electronic markets? [16]
8. Explain Networks. Discuss in detail the Integrated Digital Networks (ISDN). [16]

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Set No. 4

III B.Tech II Semester Regular Examinations, Apr/May 2008
E-COMMERCE
(Information Technology)

Time: 3 hours

Max Marks: 80

Answer any FIVE Questions
All Questions carry equal marks

1. Discuss the e-commerce opportunities available for companies in India? [16]
2. Describe the advantages of advertising through web to customer and organization. [16]
3. What is electronic cash? Explain its properties and advantages. [16]
4. Explain the costs and benefits of EDI? [16]
5. What are internal information systems in internal commerce? How do they help in improving internal organisational commerce? [16]
6. Discuss the various available strategies of Internet advertisement [16]
7. What are the advantages and disadvantages of consumer search in on-line marketing research? [16]
8. Explain Networks. Discuss in detail the Integrated Digital Networks (ISDN). [16]
