Code No: IT1521   **GEC-R14**

IV B. Tech I Semester Supplementary Examinations, February 2018
FUNDAMENTALS OF E-COMMERCE
(Open Elective-III)

Time: 3 Hours   **Max. Marks: 60**

Note: All Questions from **PART-A** are to be answered at one place.
Answer any **FOUR** questions from **PART-B.** All Questions Carry Equal Marks.

PART-A

6 × 2 = 12M

1. List the possible components of multimedia.

2. Describe analytical buyers.

3. Define Smart cards.

4. What are the disadvantages of custom translators?

5. What is the goal of workflow automation?

6. What is broadcast model?

PART-B

4 × 12 = 48M

1. a) How does E-Commerce is different to traditional commerce?   (4M)

   b) Highlight the important features of JIT and quick response retailing systems.   (8M)

2. Explain the business process model from consumer's perspective.   (12M)

3. a) Demonstrate the operational risks and legal issues in e-cash.   (6M)

   b) Explain briefly about Encryption and credit cards systems.   (6M)

4. Explain briefly about EDI layers with a neat diagram, and also describe EDI software implementation.   (12M)

5. Describe Supply Chain Management with a neat diagram.   (12M)

6. Write the basic steps of interactive marketing process on the internet.   (12M)

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