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Code No: IT1521

GEC-R14

IV B. Tech I Semester Regular Examinations, November 2017

**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 out the consumer applications in E-commerce.
2. List out the Basic, Advanced and Intermediate services in Consumer Oriented E-commerce.
3. What are the different Electronic Payment Systems to pay for products/services purchased online?
4. List the benefits of EDI.
5. What is work flow coordination? Describe any two characteristics' of SCM.
6. What is broadcast model? List the important steps in market research.

**PART-B**

**4 × 12 = 48M**

1. a) Define E-commerce. What are its functions? Mention its significance. (6M)  
b) Explain about the anatomy of E-commerce application. (6M)
2. a) Discuss about pre purchase preparation in mercantile model. (6M)  
b) Explain the order management cycle in E-Commerce. (6M)
3. a) What is an electronic cheque? State its importance and role in e-commerce. (4M)  
b) Explain the Four dimensions that are useful for handling electronic tokens. (8M)
4. a) Explain EDI Layered architecture with a neat diagram. (6M)  
b) Describe about Value added Networks. (6M)
5. a) What is workflow management? How product or service customization is adopted in intra organizational commerce? (6M)  
b) Explain disadvantages in using Internet and Web Technology in supply chain Management. (6M)
6. a) How does internet based advertising is capable of competing with the commercial advertising? Write the guide lines for internet advertising. (8M)  
b) What do you mean by electronic white and yellow pages of directory business? (4M)

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