

UNIT – V

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| 9 | a) Illustrate the two types of indexing methods. Explain about Indexing package categories. | [7M] |
| | b) What are search engines? Explain about the three-major search methods. | [7M] |
| 10. | a) Explain in detail about types of desktop video conferencing | [7M] |
| | b) Write short notes on Digital video compression / decompression | [7M] |



INSTITUTE OF AERONAUTICAL ENGINEERING

(Autonomous)

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COURSE OBJECTIVES

The course should enable the students to:

I	Describe e-commerce framework.
II	Explain electronic system for payment.
III	Describe the use of e-commerce advertising and marketing.
IV	Understand business documents and digital library.
V	Understand the usage of multimedia systems for e-commerce

COURSE OUTCOMES (COs):

CO 1	Understand the basic concepts of E-commerce
CO 2	Demonstrate an retailing in E-commerce by using the effectiveness of market research
CO 3	Describe Internet trading relationships including Business to Consumer, Business-to-Business, Intra-organizational
CO 4	Describe about Consumer Search and Resource Discovery
CO 5	Describe the key features of Internet, Intranets and Extranets and explain how they relate to each other

COURSE LEARNING OUTCOMES (CLOs):

CLO Code	CLO's	At the end of the course, the student will have the ability to :
AIT514.01	CLO 1	Understand about the frame Work and Media Coverage
AIT514.02	CLO 2	Describe about the anatomy of e-commerce applications
AIT514.03	CLO 3	Demonstrate about the E-commerce consumer applications
AIT514.04	CLO 4	Explain about E-commerce organization applications
AIT514.05	CLO 5	Explain about the Types of electronic payment systems
AIT514.06	CLO 6	Describe about the digital token credit based electronic payment system
AIT514.07	CLO 7	Demonstrate about credit card payment system
AIT514.08	CLO 8	Explain about the design of electronic payment system card
AIT514.09	CLO 9	Discuss about the Inter organizational commerce
AIT514.10	CLO 10	Demonstrate about the Intra organizational commerce
AIT514.11	CLO 11	Describes about supply chain management
AIT514.12	CLO 12	Explain about the Corporate digital library
AIT514.13	CLO 13	Understand about the advertising and marketing
AIT514.14	CLO 14	Understand the search and resource discovery paradigms
AIT514.15	CLO 15	Describe information search and retrieval
AIT514.16	CLO 16	Demonstrate about the commerce and catalogues
AIT514.17	CLO 17	Explain about information filtering
AIT514.18	CLO 18	Understand about the key multimedia concepts
AIT514.19	CLO 19	Demonstrate about the digital video and electronic commerce,
AIT514.20	CLO 20	Explain the desktop video processing and desktop video conferencing

MAPPING OF SEMESTER END EXAM TO COURSE LEARNING OUTCOMES

SEE Question No		Course Learning Outcomes		Blooms Taxonomy Level
1	a	AIT514.02	Describe about the anatomy of e-commerce applications	Understand
	b	AIT514.04	Explain about E-commerce organization applications	Remember
2	a	AIT514.03	Demonstrate about the E-commerce consumer applications	Understand
	b	AIT514.04	Explain about E-commerce organization applications	Understand
3	a	AIT514.07	Demonstrate about credit card payment system	Understand
	b	AIT514.08	Explain about the design of electronic payment system card	Remember
4	a	AIT514.08	Explain about the design of electronic payment system card	Understand
	b	AIT514.08	Explain about the design of electronic payment system card	Understand
5	a	AIT514.09	Discuss about the Inter organizational commerce	Understand
	b	AIT514.10	Demonstrate about the Intra organizational commerce	Understand
6	a	AIT514.10	Demonstrate about the Intra organizational commerce	Understand
	b	AIT514.09	Discuss about the Inter organizational commerce	Understand
7	a	AIT514.17	Explain about information filtering	Remember
	b	AIT514.16	Demonstrate about the commerce and catalogues	Remember
8	a	AIT514.16	Demonstrate about the commerce and catalogues	Remember
	b	AIT514.16	Demonstrate about the commerce and catalogues	Remember
9	a	AIT514.18	Demonstrate about the commerce and catalogues	Remember
	b	AIT514.20	Explain the desktop video processing and desktop video conferencing	Understand
10	a	AIT514.18	Demonstrate about the commerce and catalogues	Remember
	b	AIT514.18	Demonstrate about the commerce and catalogues	Understand

Signature of Course Coordinator

HOD, CSE