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Question Paper Code: AITB35



# INSTITUTE OF AERONAUTICAL ENGINEERING

(Autonomous)

Dundigal-500043, Hyderabad

B.Tech VII SEMESTER END EXAMINATIONS (REGULAR/SUPPLEMENTARY) - DECEMBER 2022

Regulation: R18

E-COMMERCE

Time: 3 Hours

(Common to CSE|IT)

Max Marks: 70

Answer FIVE Questions choosing ONE question from each module

All Questions Carry Equal Marks

All parts of the question must be answered in one place only

## MODULE – I

- (a) What are the components of ecommerce frame work? With a neat diagram explain e-commerce framework and its functions. [BL: Understand| CO: 1|Marks: 7]
  - (b) Does the development of new information technologies affect the processes of improving internet banking security systems? Elucidate. [BL: Apply| CO: 1|Marks: 7]
- (a) Discuss the concept of middleware services in e-commerce. What do you mean by secure messaging in e-commerce? [BL: Understand| CO: 1|Marks: 7]
  - (b) Expand the term JIT. Elaborate the principles and practices of JIT in inventory management in e-commerce. [BL: Understand| CO: 1|Marks: 7]

## MODULE – II

- (a) Summarize about the risks in electronic payment system and list the factors considered for design of electronic payment system. [BL: Understand| CO: 2|Marks: 7]
  - (b) What is role of credit card based electronic payment systems in e-commerce? Explain the functionalities of credit card based electronic payment system. [BL: Understand| CO: 2|Marks: 7]
- (a) Illustrate the working of digital token-based electronic payment system in e-commerce. Mention the advantages of digital token-based electronic payment system. [BL: Understand| CO: 2|Marks: 7]
  - (b) Write about the risks involved in operational electronic cash. Enlist the legal issues observed in electronic cash. Discuss in detail. [BL: Understand| CO: 2|Marks: 7]

## MODULE – III

- (a) What is supply chain management? List and discuss the various characteristics of the supply chain management. [BL: Understand| CO: 3|Marks: 7]
  - (b) Differentiate between pull based supply chain management and push based supply chain management. With suitable examples, explain them in detail. [BL: Understand| CO: 3|Marks: 7]

6. (a) Demonstrate in detail about the functionality of digital library. Mention the advantages of digital library in comparison with traditional library. [BL: Understand| CO: 4|Marks: 7]
- (b) Write about data warehouse. Why data warehouse is essential in e-commerce? Classify different types of data warehouse and elucidate them in brief. [BL: Understand| CO: 4|Marks: 7]

#### MODULE – IV

7. (a) Discuss about consumer oriented services. How consumer oriented service is important in e-commerce? Explain in detail. [BL: Understand| CO: 5|Marks: 7]
- (b) Categorize different types of consumer oriented applications. List the advantages of consumer oriented applications. [BL: Understand| CO: 5|Marks: 7]
8. (a) Draw the structure of ATM network. Outline functioning of ATM network and mention its advantages in ecommerce. [BL: Understand| CO: 5|Marks: 7]
- (b) What is intermediate services of consumer oriented e-commerce? Explain the role played by intermediate services of consumer oriented e-commerce. [BL: Understand| CO: 5|Marks: 7]

#### MODULE – V

9. (a) Illustrate streaming works with neat diagram. Name the steps involved in streaming networks. Describe the working of streaming network in detail. [BL: Understand| CO: 6|Marks: 7]
- (b) Once a company has acquired customer, the key to maximizing revenue is retaining them. Explain how e-commerce is helpful in customer retention? [BL: Apply| CO: 6|Marks: 7]
10. (a) Name different types of compression/coding standards. Interpret each type of compression/coding standards in detail. [BL: Understand| CO: 6|Marks: 7]
- (b) How e-commerce is different from traditional method of commerce? What are the unique features observed in e-commerce technology? [BL: Understand| CO: 6|Marks: 7]

