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**INSTITUTE OF AERONAUTICAL ENGINEERING**

(Autonomous)

Dundigal-500043, Hyderabad

B.Tech VII SEMESTER END EXAMINATIONS (REGULAR) - FEBRUARY 2022

Regulation: R18

E-COMMERCE**Time: 3 Hours****(CSE|IT)****Max Marks: 70**

Answer FIVE Questions choosing ONE question from each module
(NOTE: Provision is given to answer TWO questions from any ONE module)

All Questions Carry Equal Marks**All parts of the question must be answered in one place only****MODULE – I**

1. (a) Explain the consumer-oriented e-commerce application with suitable example. [7M]
(b) Why is a different payment system needed for small payment for internet services? Explain how one such system functions. [7M]
2. (a) Explain about e-commerce framework in detail with neat diagram. List the benefits of e-commerce. [7M]
(b) List and explain the special precautions taken by a bank to ensure that a customer does not double spend the same electronic coins issued to him/her. [7M]

MODULE – II

3. (a) What is electronic payment system? Discuss various activities which takes place in the digital token-based electronic payment system. [7M]
(b) Describe in detail about electronic check system (ECS). Explain the procedure for purchasing e-cash from currency servers. [7M]
4. (a) Discuss about the design of electronic payment system. List various risk in electronic payment system. [7M]
(b) Explain the following applications that illustrate the operational rule of evolution in very different areas.
 - i) Personal finance and home banking management
 - ii) Home shopping. [7M]

MODULE – III

5. (a) What is global market? Discuss characteristics of global marketing and list out the disadvantages. [7M]
(b) Discuss the security requirements of internet and e-commerce applications. How these requirements are fulfilled by various hardware and software systems? [7M]
6. (a) List the concept of business process reengineering and explain its relationship with the productivity paradox and ERP. [7M]

- (b) Explain the following major approaches that are used to form virtual organizations:
i) Downward approach
ii) Lateral approach. [7M]

MODULE – IV

7. (a) Elaborate about the different types of indexing methods used by search engines. [7M]
(b) Explain the steps in interactive marketing process on the internet. List the guidelines for internet advertisement. [7M]
8. (a) Discuss the features information filtering processes. Explain about email filtering and news-filtering agents. [7M]
(b) Explain about the following terms:
i) File-level indexing
ii) Word-level indexing [7M]

MODULE – V

9. (a) Describe the system architecture of e-commerce by looking at it as a set of layers with the physical network at the bottom layer and applications at the top layer. [7M]
(b) What is multimedia data compression? List and explain about the types of codes used in digital video compression and decompression. [7M]
10. (a) Explain in detail how ISDN and internet systems are used for video conferencing. [7M]
(b) What is multimedia storage technology? Explain the series of stages a multimedia entity must pass through. [7M]

