



INSTITUTE OF AERONAUTICAL ENGINEERING

(Autonomous)

Dundigal, Hyderabad - 500 043

COMPUTER SCIENCE AND ENGINEERING

DEFINITIONS AND TERMINOLOGY QUESTION BANK

Course Name	:	E-COMMERCE
Course Code	:	AIT514
Program	:	B.Tech
Semester	:	VIII
Branch	:	Computer Science and Engineering
Section	:	A, B, C and D
Academic Year	:	2019- 2020
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COURSE OBJECTIVES:

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

DEFINITIONS AND TERMINOLOGY QUESTION BANK

S. No	QUESTION	ANSWER	Blooms Level	CO	CLO	CLO Code
UNIT-I						
1	What is E-Commerce?	Ecommerce, also known as electronic commerce or internet commerce, refers to the buying and selling of goods or services using the internet, and the transfer of money and data to execute	Understand	CO 1	CLO1	AIT514.01
2	List out the types of Ecommerce Models.	Business to consumer (b2c) Business to business (b2b) Consumer to consumer (c2c) Consumer to business (c2b)	Remember	CO 1	CLO1	AIT514.01
3	Differences between E-Commerce and E-Business	E-commerce only refers to the goods and services transaction between a seller and a consumer, whereas e-business refers to the complete process necessary to manage an online business.	Remember	CO 1	CLO1	AIT514.01

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4	What is M-Commerce?	M-commerce (mobile commerce) is the buying and selling of goods and services through wireless technology- i.e., handheld devices such as cellular telephones and personal digital assistants (pdas).	Remember	CO 1	CLO2	AIT514.02
5	Write the Advantages Of E-Commerce	Buying/selling a variety of goods and services from one's home or business Anywhere, anytime transaction Can look for lowest cost for specific goods or service Businesses can reach out to worldwide clients- can establish business partnerships	Remember	CO 1	CLO 1	AIT514.01
6	List out the disadvantages of e-commerce:	Electronic data interchange using edi is expensive for small businesses security of internet is not very good - viruses, hacker attacks can paralise e-commerce privacy of e-transactions is not guaranteed	Remember	CO 1	CLO2	AIT514.02
7	Define Ubiquity	Internet/web technology is the marketplace is extended beyond traditional available everywhere: at work, at home, and boundaries and is removed from a temporal and elsewhere via mobile devices, anytime. geographic location.	Remember	CO 1	CLO2	AIT514.02
8	What are consumers willing to spend?	According to the video on-demand, consumers get the cable bill at basic charge they will buy.if it is doubled they will not buy and at the service provider economics will increased then network operators might look to advertises to fill the gap	Remember	CO 1	CLO2	AIT514.02
9	What is Just-In-Time (JIT) Manufacturing	It is viewed as an integrated management system consisting of a number of different management practices dependent on the characteristics of specific plants	Remember	CO 1	CLO2	AIT514.02
10	What is quick Response Retailing (QR)	It is a version of jit purchasing tailored for retailing to reduce the risk of being of out of stock, retailers are implementing or systems	Remember	CO 1	CLO1	AIT514.01

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11	List the Work Group Collaboration Applications:	A internetwork that enables easy and inexpensive connection of various organizational segments it is to improve communications and information sharing and to gather and analyze competitive data in real-time	Remember	CO 1	CLO3	AIT514.03
12	List the consumer-oriented applications	1. Entertainment 2. Financial Services And Information 3. Essential Services 4. Education And Training	Remember	CO 1	CLO3	AIT514.03
13	What is Micro Transactions Of Information	it is a creation of a new transaction category called small-fee transactions for micro services the customer by giving some information away for free and provide information bundles that cover the transaction overhead.	Understand	CO 1	CLO 3	AIT514.03
14	Define Mercantile Processes	Mercantile Processes Define Interaction Models Between Consumers And Merchants For On- Line Commerce	Remember	CO 1	CLO5	AIT514.05
15	What is information brokers and brokerages	To Facilitate Better Consumer And Organizational Search, Intermediaries Called Information Brokers Or Brokerages	Remember	CO 1	CLO5	AIT514.05
16	Why information brokers and brokerages are required?	Information Brokerages Are Needed For 3 Reasons: Comparison Shopping, Reduced Search Costs, And Integration	Remember	CO1	CLO3	AIT514.03
17	List out the Major Components Compromise Credit Card Transactions	Two Major Components Compromise Credit Card Transactions In This Process: Electronic Authorization and settlement	Remember	CO1	CLO5	AIT514.05
18	List out the benefits of electronic processing	The benefits of electronic processing include the reduction in credit losses, lower merchant transaction costs, & faster consumer checkout & merchant-to-Bank Settlement	Remember	CO1	CLO6	AIT514.06
19	What Is cost Of Electronic Purchasing	Cash seems to be preferable to electronic payments, such as, on-line debit, credit, and electronic check authorization consumers appear to spend more when using cards then when spending cash	Understand	CO1	CLO5	AIT514.05

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20	What is Post Sales Service	This phase plays an increasingly important role in all elements of a company's profit equation: customer, price, & cost. it can include such elements as physical installation of a product, repair & maintenance, customer training, equipment upgrading & disposal.	Remember	CO1	CLO6	AIT514.06
UNIT-II						
1	Define EFT	EFT is defined as "any transfer of funds initiated through an electronic terminal, telephonic instrument, or computer or magnetic tape so as to order, instruct, or authorize a financial institution	Understand	CO2	CLO7	AIT514.07
2	Expand EFT	Electronic Funds Transfer (EFT).	Remember	CO2	CLO7	AIT514.07
3	List out the Categories of EFT?	Banking And Financial Payments Retailing Payments On-Line Electronic Commerce Payments	Understand	CO2	CLO7	AIT514.07
4	What are the Properties Of Electronic Cash?	1. Monetary Value 2. Interoperability 3. Retrievability 4. Security	Remember	CO2	CLO7	AIT514.07
5	What is mean by electronic cash in action?	Electronic Cash Is Based On Cryptographic Systems Called "Digital Signatures". This Method Involves A Pair Of Numeric Keys: One For Locking (Encoding) And The Other For Unlocking (Decoding). (Through Public Key And Private Key).	Understand	CO2	CLO7	AIT514.07
6	What are the different types of On-Line Electronic Commerce Payments	Token-Based Payment Systems Credit Card-Based Payments Systems	Understand	CO2	CLO7	AIT514.07
7	List out the types of Electronic Tokens	Cash Or Real-Time Debit Or Prepaid Credit Or Postpaid	Understand	CO2	CLO7	AIT514.07
8	Define Electronic Checks	It is another form of electronic tokens. The buyers must register with third-party account server before they are able to write electronic checks. The account server acts as a billing service.	Remember	CO2	CLO7	AIT514.07

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9	List out the advantages of electronic checks	they work in the same way as traditional checks. these are suited for clearing micropayments they create float & availability of float is an important for commerce financial risk is assumed by the accounting server & may result in easier acceptance	Understand	CO2	CLO7	AIT514.07
10	Define Smartcard?	Smart Cards Are Credit And Debit Cards And Other Card Products Enhanced With Microprocessors Capable Of Holding More Information Than The Traditional Magnetic Stripe.	Remember	CO2	CLO7	AIT514.07
11	List out the different types of smartcards?	Smart Cards are basically two types: relationship-based smart credit cards electronic purses, which replace money, are also known as debit cards and electronic money.	Understand	CO2	CLO7	AIT514.07
12	What is Relationship-Based Smart Credit Cards	It Is An Enhancement Of Existing Cards Services &/ Or The Addition Of New Services That A Financial Institution Delivers To Its Customers Via A Chip-Based Card Or Other Device	Understand	CO2	CLO8	AIT514.08
13	What is Electronic Purses	To replace cash and place a financial instrument are racing to introduce “electronic purses”, wallet-sized smart cards embedded with programmable microchips that store sums of money for people to use instead of cash for everything	Remember	CO2	CLO8	AIT514.08
14	What are the advantages of payment card	Payment cards provide fraud protection. They have worldwide acceptance (nearly!). They are good for online transactions	Understand	CO2	CLO8	AIT514.08
15	What are the disadvantages of payment card	Payment card service companies charge merchants per-transaction fees and monthly processing fees	Remember	CO2	CLO8	AIT514.08
16	What is traditional EDI?	It replaces the paper forms with almost strict one-to-one mappings between parts of a paper form to fields of electronic forms called transaction sets.	Remember	CO2	CLO7	AIT514.07

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17	What are the two different standards of EDI?	1. American National Standards Institute (ANSI) X12 2. EDIFACT Developed By UN/ECE, Working Party For The Facilitation Of International Trade Procedures	Understand	CO2	CLO7	AIT514.07
18	What is the Structure of EDI Transactions	Transaction set is equivalent to a business document, such as a purchase order data segments are logical groups of data elements that together convey information data elements are individual fields, such as purchase order no.	Understand	CO2	CLO8	AIT514.08
19	Define VAN	A VAN is A Communication Network That Typically Exchanges EDI Messages Among Trading Partner.	Remember	CO2	CLO8	AIT514.08
20	What is internet-based EDI	Flat-Pricing that Is Not Dependent On The Amount Of Information Transferred	Understand	CO2	CLO8	AIT514.08

UNIT-III

1	Define internal commerce	Internal commerce is defined using methods and pertinent technologies for supporting internal business processes between individuals, departments, and collaborating organizations.	Remember	CO 4	CLO 9	AIT514.09
2	List out the types if internal commerce	It is of two types private commerce public commerce	Remember	CO 4	CLO 9	AIT514.09
3	What is cross-functional management?	cross-functional management (cfm) manages business processes across the traditional boundaries of the functional areas.	Remember	CO 4	CLO 10	AIT514.10
4	Define Global Markets	The oxford university press defines global marketing as “marketing” on a worldwide scale reconciling or taking commercial advantage of global operational differences, similarities and opportunities in order to meet global objectives.”	Remember	CO 4	CLO 11	AIT514.11

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5	List out the elements of global marketing of marketing	1. product 2. price 3. promotion 4. placement	Remember	CO 4	CLO 9	AIT514.09
6	What is product?	A global company is one that can create a single product and only have to tweak elements for different markets. for example coca-cola uses two formulas (one with sugar, one with corn syrup) for all markets	Remember	CO 4	CLO 10	AIT514.10
7	What is price?	Price will always vary from market to market. price is affected by many variables: cost of product development (produced locally or imported), cost of ingredients, cost of delivery (transportation, tariffs, etc.), and much more.	Remember	CO 4	CLO 10	AIT514.10
8	What is promotion?	After product research, development and creation, promotion is generally the largest line item in a global company's marketing budget. at this stage of a company's development, integrated marketing is the goal.	Remember	CO 4	CLO 11	AIT514.11
9	What is placement?	How the product is distributed is also a country-by-country decision influenced by how the competition is being offered to the target market. using coca-cola as an example again, not all cultures use vending machines.	Remember	CO 4	CLO 11	AIT514.11
10	List out the global marketing advantages	Economies of scale in production and distribution power and scope consistency in brand image ability to leverage good ideas quickly and efficiently	Remember	CO 4	CLO 12	AIT514.12
11	List out the global marketing disadvantages	Differences in consumer needs, wants, and usage patterns for products differences in consumer response to marketing mix elements. Differences in brand and product development and the competitive environment. Differences in administrative procedures and differences	Remember	CO 4	CLO 12	AIT514.12

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		in product placement.				
12	What is marketing research?	It involves the identification, collection, analysis, and dissemination of information. Each phase of this process is important.	Remember	CO 4	CLO 12	AIT514.12
13	List out the marketing research characteristics	Marketing research characteristics: first, marketing research is systematic. thus systematic planning is required at all the stages of the marketing research process. the procedures followed at each stage are methodologically sound, well documented, and, as much as possible, planned in advance.	Remember	CO 4	CLO 13	AIT514.13
14	What is vertical organization:	Hierarchically structured organization where all management activities are controlled by a centralized management staff.	Remember	CO 4	CLO 11	AIT514.11
15	What is horizontal organization?	A horizontal market is a market which meets a given need of a wide variety of industries, rather than a specific one	Remember	CO 4	CLO 12	AIT514.12
16	Define mass customization	Mass customization, in marketing, manufacturing, and management, is the use of flexible computer-aided manufacturing systems to produce custom output. "mass customization" is the new frontier in business competition for both manufacturing and service industries.	Remember	CO 4	CLO 12	AIT514.12
17	What are the different types of mass Customization	Four Types Of Mass Customization <ul style="list-style-type: none"> • Collaborative Customization • Adaptive Customization • Transparent Customization • Cosmetic Customization 	Remember	CO 4	CLO 13	AIT514.13
18	What is Supply chain?	Consists of all parties involved, directly or indirectly in fulfilling a customer request	Remember	CO 4	CLO 11	AIT514.11
19	Define Supply chain management (scm)	Supply chain management (scm) is the management of a network of interconnected business involved in the ultimate provision of product	Remember	CO 4	CLO 12	AIT514.12

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		and service packages required by end customers.				
20	List out the components of Scm?	Planning and control -work structure -organization structure -product flow facility structure -information flow facility structure -management methods	Remember	CO 4	CLO 13	AIT514.13
UNIT-IV						
1	What are the types of on-line transaction?	Two types of on-line transaction are : on-line transaction processing (oltp). on-line analytical processing (olap).	Remember	CO4	CLO14	AIT514.14
2	Define OLTP?	OLTP involves the detailed, day-to-day procedures such as order entry & order management.	Understand	CO4	CLO14	AIT514.14
3	Define OLAP?	OLAP refers to the activity involved in searching the wealth of data residing throughout an enterprise for trends, opportunities	Understand	CO4	CLO14	AIT514.14
4	Define digital library?	It provides information structures by this organizations & workers access vast amount of data encoded in multimedia formats.	Remember	CO4	CLO14	AIT514.14
5	What are the different types of digital libraries?	Digital libraries are of two types: electronic document-based digital libraries data-base oriented warehouses	Remember	CO4	CLO14	AIT514.14
6	What is document digital library:	The term document is used to denote all non data records i.e. books, reports, e-files, videos and audios. digital library is simply a distributed network of interlinked information.	Remember	CO4	CLO14	AIT514.14
7	Define data warehouse	It is a central repository for combining and storing vast amount of data from diff sources. sources are main frame database, lint-server database, text reports....etc.	Remember	CO4	CLO15	AIT514.15
8	What are the types of digital documents?	Four types of digital documents are: Structuring applications around a document interface	Remember	CO4	CLO14	AIT514.14

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		structuring interlinked textual & multimedia documents. structuring and encoding information using document-encoding standards Scanning documents for storage and faxing.				
9	What is document imaging?	Document imaging emulates microfiche and microfilm. an imaging system passes appear document through a scanner that renders it digital and then stores the digital data as a bit-mapped image of document. the problem with the imaging approach is that the output contains only images not text.	Remember	CO4	CLO17	AIT514.17
10	What is a structured document?	A structured document provides clear description of document content. Structured documents apply data-base structuring capabilities to individual documents and document collections.	Remember	CO4	CLO14	AIT514.14
11	Define cda?	it defines set of rules for content and format .it defines services for compound documents.	Remember	CO4	CLO15	AIT514.15
12	What is hyper text documents	Hyper text is a way of making document-based information more mobile	Remember	CO4	CLO15	AIT514.15
13	What are the different standards of hypermedia:	Hytime: it adds time based relationships like synchronization, it is extension of sgml. html: developed by www to support distributed hypermedia. mheg(multimedia /hypermedia encoding/exporting group):standard for presenting objects in multimedia	Remember	CO4	CLO16	AIT514.16
14	What are active documents?	Active documents active document represents what is known as document oriented computing. active document provide an interactive interface between documents. active documents are especially powerful because they combine composition of	Remember	CO4	CLO15	AIT514.15

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		information with the distributed nature of information. ex: spreadsheet, word-processing..etc				
15	What is a document constituency?	The emerging document processing & management strategies must address these constituencies.	Understand	CO4	CLO17	AIT514.17
16	Write down the characteristics of data warehouse?	An information-based approach to decision making. involvement in highly competitive & rapidly changing markets. data stored in many systems and represented differently.	Understand	CO4	CLO14	AIT514.14
17	What are the types of data warehouses	There are four types of data warehouses: physical data warehouse: it gathers corporate data along with the schemas and the processing logics. Logical data warehouse: it contains all the meta data and business rules. data library: this is sub set of the enterprise wide data warehouse. decision support system (dss): these are the applications but make use of data warehouse managing data	Remember	CO4	CLO15	AIT514.15
18	What are they advantages of data warehouse:	Timely and accurate information become an integral part of the decision-making process. user can manage and access large volumes of in one cohesive framework. data warehousing has wide spread applicability. it provides point-of-sales reports instead of end-of – day reports.	Understand	CO4	CLO14	AIT514.14
19	What are the types of micromarketing?	There are two main types of micromarketing: Direct-relationship micromarketing: is aimed at stimulating sales at retail establishments through direct contacts with consumers. direct-order micromarketing: is focused on selling products directly to consumers in their homes or businesses.	Understand	CO4	CLO17	AIT514.17

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20	List out the types of on-line advertising paradigms	Two different advertising paradigms are emerging in the on-line world, they are: 1. active or push-based advertising 2. passive or pull-based advertising	Understand	CO4	CLO14	AIT514.14
UNIT-V						
1	What is multiprocessing?	Current execution of several tasks on multiple processors. This implies that the ability to use more than one cpu for executing programs. Processors can be tightly or loosely coupled.	Remember	CO5	CLO18	AIT514.18
2	What is symmetric multiprocessing?	Symmetric multiprocessing treats all processors as equal i.e. any processor can do the work of any other processor. it dynamically assigns work to any processor.	Remember	CO5	CLO18	AIT514.18
3	Define multitasking?	Multitasking means that the server operating systems can run multiple programs and give the illustration that they are running simultaneously by switching control between them.	Remember	CO5	CLO18	AIT514.18
4	Define multithreading?	Multithreading is a sophisticated form of multitasking and refer to the ability to support separate paths of execution within a single address space.	Remember	CO5	CLO18	AIT514.18
5	Define remote filter?	Remote filters: remote filters are often software agents that work on behalf of the user and roam around the network from one data base to another.	Remember	CO5	CLO18	AIT514.18
6	What is video playback?	The two lines of video playback products become available in the marketplace i.e. video asic chips and board level products.	Remember	CO5	CLO18	AIT514.18
7	What is MBONE?	It is a virtual network built on top of the internet the purpose of mbone is to minimize the amount of data required for multipoint audio / video-conferencing	Remember	CO5	CLO20	AIT514.20
8	What are the types of indexing methods?	1. file-level indexing 2. Word-level indexing	Remember	CO5	CLO20	AIT514.20

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9	Define file-level indexing?	It associates each indexed word with a list of all files in which that word appear at least once. it does not carry any information about the location of words within the file.	Remember	CO5	CLO 20	AIT514.20
10	What word-level indexing?	It is more sophisticated and stores the location of each instance of the word. the disadvantage of the word-level indexing is that all the extra information they contain gobbles up a lot of disk space, it is 35-100 percent of the original data.	Remember	CO5	CLO19	AIT514.19
11	Define hypertext?	Hypertext: richly interwoven links among items in displays allow users to move in relatively ad hoc sequences from display to display with in multimedia.	Remember	CO5	CLO18	AIT514.18
12	Define jpeg?	Jpeg (joint photographic expert group): jpeg is a still-image compression algorithm defined by the joint photographic expert group and serves as the foundation for digital video.	Understand	CO5	CLO20	AIT514.20
13	What are the different types of directories?	Directories are of two types: 1. the white pages 2. yellow pages	Understand	CO5	CLO19	AIT514.19
14	What are electronic yellow pages?	The term yellow pages refers to a telephone directory of businesses, categorized according to the product or service provided.	Remember	CO5	CLO18	AIT514.18
15	Define multimedia storage technology?	Storage technology is becoming a key player in electronic commerce because the storage requirements of modern-day information are enormous.	Remember	CO5	CLO18	AIT514.18
16	Define e-mail filtering?	It is the processing of e-mail to organize it according to specified criteria.	Understand	CO5	CLO20	AIT514.20
17	Define multimedia?	The use of digital data in more than one format, such as the audio and image data in a computer file.	Understand	CO5	CLO19	AIT514.19
18	What is lossless?	Lossless compression produces compressed output that is same as the input. it is mainly used for text and numerical data	Remember	CO5	CLO18	AIT514.18

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19	What is lossy?	Lossy compression means that it given a set of data will undergo a loss of accuracy or resolution after a cycle of compression and decompression. it is mainly used for voice, audio and video data.	Remember	CO5	CLO18	AIT514.18
20	What is Multimedia server?	A server is h/w & s/w systems that turns raw data into usable information and provide that to users when they needed.	Understand	CO5	CLO20	AIT514.20

Signature of the Faculty

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