INSTITUTEOFAERONAUTICALENGINEERING
(Autonomous)
Dundigal, Hyderabad-500043

COMPUTER SCIENCE AND ENGINEERING

TUTORIAL QUESTION BANK

Course Title	E – COMMERCE			
Course Code	AIT514			
Programme	B.Tech			
Semester	VIII	CSE | IT		
Course Type	Core			
Regulation	**IARE - R16**			
Course Structure	Lectures	Tutorials	Practical	Credits
	3	-	-	3
Course Coordinator	Ms. M GeethaYadav, Assistant Professor, Dept. of CSE			
Course Faculty	Ms. M GeethaYadav, Assistant Professor, Dept. of CSE Ms. A Jyothi Sravani, Assistant Professor, Dept. of CSE			

COURSE OBJECTIVES(COs):

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):

CO1	Understand the basic concepts of E-commerce
CO2	Demonstrate an retailing in E-commerce by using the effectiveness of market research
CO3	Describe Internet trading relationships including Business to Consumer, Business-to-Business, Intra-organizational
CO4	Describe about Consumer Search and Resource Discovery
CO5	Describe the key features of Internet, Intranets and Extranets and explain how they relate to each other

COURSE LEARNING OUTCOMES (CLOs):

CLO 1	Understand about the frame Work and Media Coverage
CLO 2	Describe about the anatomy of e-commerce applications
CLO 3	Demonstrate about the E-commerce consumer applications
CLO 4	Explain about E-commerce organization applications

CLO 5	Explain about the Types of electronic payment systems	
CLO 6	Describe about the digital token credit based electronic payment system	
CLO 7	Demonstrate about credit card payment system	
CLO 8	Explain about the design of electronic payment system card	
CLO 9	Discuss about the Inter organizational commerce	
CLO 10	Demonstrate about the Intra organizational commerce	
CLO 11	Describes about supply chain management	
CLO 12	Explain about the Corporate digital library	
CLO 13	Understand about the advertising and marketing	
CLO 14	Understand the search and resource discovery paradigms	
CLO 15	Describe information search and retrieval	
CLO 16	Demonstrate about the commerce and catalogues	
CLO 17	Explain about information filtering	
CLO 18	Understand about the key multimedia concepts	
CLO 19	Demonstrate about the digital video and electronic commerce,	
CLO 20	Explain the desktop video processing and desktop video conferencing	

3= High; 2 = Medium; 1 = Low

S No	QUESTION	Blooms Taxonomy Level	Course Outcomes	Course Learning Outcomes
**UNIT-I** **INTRODUCTION TO ELECTRONIC COMMERCE**			
Part - A (Short Answer Questions)				
1	Define E-Commerce?	Remember	CO 1	AIT514.03
2	Enumerate about e-Commerce–Framework briefly.	Understand	CO 1	AIT514.03
3	Illustrate the elements of the e-CommerceFramework briefly.	Remember	CO 1	AIT514.03
4	Briefly write about the anatomy of e-Commerce.	Remember	CO 1	AIT514.03
5	Enumerate about the Application services of e-commerce.	Remember	CO 1	AIT514.04
6	Write a short notes on how E-commerce Works?	Understand	CO 1	AIT514.03
7	List The Major Benefits Of E-commerce?	Understand	CO 1	AIT514.03
8	Explain The Term "web Hosting"?	Remember	CO 1	AIT514.03
9	What Is Web Portal And Give Some Examples?	Understand	CO 1	AIT514.03
10	What Are Two Advantages Of Electronic Commerce Over Traditional Commerce?	Remember	CO 1	AIT514.03
11	How Testing Is Crucial In Ecommerce?	Understand	CO 1	AIT514.03
12	How To Test Payment Gateways In Web Portals?	Remember	CO 1	AIT514.03
13	What Is Online Shopping Application And Give Some Examples?	Remember	CO 1	AIT514.03
14	What Is The Difference Between Business-to-business And Business-to-consumer Electronic Commerce?	Remember	CO 1	AIT514.04
15	What Are The Possible Drawbacks Of Electronic Commerce?	Understand	CO 1	AIT514.03
16	What Are The Payment Models For Electronic Commerce?	Remember	CO 1	AIT514.03
17	How Does Web Marketing Create A More Personalized Approach Than Radio Or Television Advertising?	Understand	CO 1	AIT514.03

18	Define B2B e commerce. Give an example for this.	Remember	CO 1	AIT514.03
19	Define B2C e commerce. Give an example for this.	Remember	CO 1	AIT514.03
20	Define C2B e commerce. Give an example for this	Remember	CO 1	AIT514.04
Part - B (Long Answer Questions)				

1	Write short notes on,
	  a. Brokerage and data management
	  b. Interface layer services
		Remember	CO 1	AIT514.03

2	Write short notes on
	  a. Middleware services
	  b. Secure Messaging
		Understand	CO 1	AIT514.03

3	Explain the benefits of e-commerce in detail.	Remember	CO 1	AIT514.03
5	Explain about the Limitations of e-Commerce in detail.	Understand	CO 1	AIT514.04
6	What is Supply Chain Management? Explain in detail.	Understand	CO 1	AIT514.04
7	How Purchase Consummation is implemented in e-commerce? Explain.	Remember	CO 1	AIT514.04
8	Explain Mercantile Transaction Using Credit Cards in detail.	Understand	CO 1	AIT514.01
9	Explain in detail Mercantile Models -Merchant's Perspective.	Understand	CO 1	AIT514.01
10	Describe the Order Management Cycle in e-commerce?	Remember	CO 1	AIT514.01
11	Explain Mercantile model from the consumer's perspective	Understand	CO 1	AIT514.04
12	What are the company's e-commerce goals?	Remember	CO 1	AIT514.04
13	Will the e-commerce leader command a dedicated team?	Remember	CO 1	AIT514.03
14	Explain Various steps of Quick Response Retailing	Understand	CO 1	AIT514.02
15	What is e-commerce? State how e-commerce differs from traditional commerce.	Remember	CO 1	AIT514.03
16	Enumerate about Consumer-Oriented Services in briefly.	Remember	CO 1	AIT514.04
17	Illustrate about Consumer-Oriented Applications.	Understand	CO 1	AIT514.04
18	Enumerate in about intermediate services and advanced services.	Understand	CO 1	AIT514.04
19	How home shopping is categorized in e-commerce?	Understand	CO 1	AIT514.04
20	How Pre-purchase is determined in e-commerce?	Remember	CO 1	AIT514.04
UNIT-II **ELETRONIC PAYMENT SYSTEMS**				
Part – A (Short Answer Questions)				
1	Illustrate the Risk in Electronic Payment system?	Understand	CO 2	AIT514.08
2	What are the factors for Design of Electronic Payment system?	Understand	CO 2	AIT514.07
3	What Are Integration Patterns?	Understand	CO 2	AIT514.07
4	Write about Smart card payment Systems	Understand	CO 2	AIT514.08
5	How work on EFT can be segmented?	Remember	CO 2	AIT514.07
6	Define EDI.	Understand	CO 2	AIT514.08
7	Define EFT.	Understand	CO 2	AIT514.08
8	Give one advantage of EDI.	Remember	CO 2	AIT514.07
9	Give one advantage of EFT.	Understand	CO 2	AIT514.08
10	Name the 4 layers of EDI architecture.	Remember	CO 2	AIT514.07
11	Define EDIFACT.	Understand	CO 2	AIT514.08
12	Write about data replication	Remember	CO 2	AIT514.07
13	List the different phases in an e commerce framework	Understand	CO 2	AIT514.08
14	What are the functions of the network infrastructure layer in e commerce?	Understand	CO 2	AIT514.08
15	Define middleware	Understand	CO 2	AIT514.08
16	list out the uses of middleware	Understand	CO 2	AIT514.07
17	Write down the different types of middleware system?	Understand	CO 2	AIT514.07
18	Define RPC?	Understand	CO 2	AIT514.08
19	Write About Message Passing?	Remember	CO 2	AIT514.07

20	Define RMI?	Understand	CO 2	AIT514.08

1	What is Digital token-based electronic payment system? Explain	Understand	CO 2	AIT514.07
2	Explain in detail about electronic check system (ECS).	Understand	CO 2	AIT514.07
3	What is Electronic Cash? Illustrate and explain the Properties of Electronic Cash.	Understand	CO 2	AIT514.07
4	Illustrate the procedure for Purchasing e-cash from currency servers.	Understand	CO 2	AIT514.07
5	What are the various Legal issues, Business issues and Operational risks in electronic cash	Understand	CO 2	AIT514.07
6	Illustrate various EDI Applications in Business	Understand	CO 2	AIT514.07
7	Illustrate and explain various EDI standards.	Understand	CO 2	AIT514.07
8	Explain in detail about EDI Software Implementation	Understand	CO 2	AIT514.07
9	Expand VANs and explain in detail.	Understand	CO 2	AIT514.08
10	What are the various Advantages & Disadvantages of EDI? Explain.	Understand	CO 2	AIT514.07
11	Explain Merchantville's model from the Merchant's perceptive	Understand	CO 2	AIT514.07
12	Explain the business issues that must be addressed before consumer-oriented e-commerce can become widespread.	Understand	CO 2	AIT514.07
13	Explain the following applications that illustrate the operational rule of evolution in very different areas. a. Personal finance and home banking management b. Home shopping	Understand	CO 2	AIT514.07
14	Explain the following applications that illustrate the operational rule of evolution in very different areas a. Home entertainment b. Micro transactions of Information	Understand	CO 2	AIT514.07
15	Write briefly about EDI.	Understand	CO 2	AIT514.08
16	Write about the Layered Architecture of EDI.	Remember	CO 2	AIT514.07
17	With neat diagram enumerate Information flow without EDI.	Understand	CO 2	AIT514.08
18	With neat diagram enumerate Information flow with EDI	Understand	CO 2	AIT514.08
19	What are the various Legal, Security and Privacy issues and limitations of EDI	Understand	CO 2	AIT514.07
20	Enumerate briefly about Credit Card based Electronic Payment Systems	Understand	CO 2	AIT514.08

UNIT-III
INTER AND INTRA ORGANIZATIONAL COMMERCE

1	Define Intra Organization.	Remember	CO 3	AIT514.10
2	Enumerate about Work-flow automation and coordination.	Understand	CO 3	AIT514.10
3	What are the various characteristics of the Supply Chain management?	Remember	CO 3	AIT514.10
4	Write use of electronic brokerages?	Remember	CO 3	AIT514.12
5	List the New forms of organizational structures.	Remember	CO 3	AIT514.13
6	What are the macro forces influence internal commerce?	Understand	CO 3	AIT514.12
7	What are the problems with Vertical Organization?	Understand	CO 3	AIT514.13
8	Write about the Horizontal Organizational Structure?	Remember	CO 3	AIT514.12
9	What are the capabilities of structured documents?	Understand	CO 3	AIT514.12
10	What is Work-Flow Automation? List the types of mass customization.	Understand	CO 3	AIT514.13

1	Explain in detail about Integrated marketing and distribution in SCM.	Understand	CO 3	AIT514.12
2	Explain in detail about Integrated Logistics and distribution in SCM.	Understand	CO 3	AIT514.13
3	Explain in detail about Efficient Customer Response	Remember	CO 3	AIT514.12

	(ECR) in SCM.			
4	Explain in detail about Agile Manufacturing in SCM.	Understand	CO 3	AIT514.13
5	What is Horizontal organization?	Understand	CO 3	AIT514.12
6	What is Vertical organization?	Remember	CO 3	AIT514.12
7	Compare Vertical organization with horizontal organization.	Understand	CO 3	AIT514.12
8	Write short notes on pull based SCM & push based SCM	Understand	CO 3	AIT514.12
9	Explain the Element of Virtual Organization.	Understand	CO 3	AIT514.13
10	Describe Electronic Organizations and Brokerages?	Understand	CO3	AIT514.12
	Part - A (Short Answer Questions);MID-11			
1	Define Intra organizational Electronic Commerce.	Remember	CO 3	AIT514.12
2	List the types of Intra organizational Electronic Commerce.	Understand	CO 3	AIT514.13
3	Define Private commerce.	Understand	CO 3	AIT514.12
4	Define Public Commerce.	Remember	CO 3	AIT514.13
5	What Is Cross-functional Management?	Remember	CO 3	AIT514.12
6	List out the Advantages of Global marketing.	Understand	CO 3	AIT514.13
7	List out the Disadvantages of Global marketing.	Remember	CO 3	AIT514.12
8	What is MACROFORCES?	Remember	CO 3	AIT514.13
9	Define Internal Commerce.	Remember	CO 3	AIT514.13
10	Define Global marketing.	Understand	CO 3	AIT514.12
	Part – B (Long Answer Questions)			
11	Explain the guidelines that each firm should follow for advertising on the Internet.	Understand	CO 3	AIT514.13
12	Explain the capabilities: of structured documents and different standards used in structured documents.	Remember	CO 3	AIT514.12
13	Explain the primary models of supply chain management and their three primary elements.	Understand	CO 3	AIT514.13
14	Explain the following major approaches are used to form virtual organizations: a. Downward approach b. Lateral approach	Understand	CO 3	AIT514.12
15	Define Customization and Explain the Mass Customization.	Understand	CO 3	AIT514.13
16	Explain the supply chain management characteristics in electronic commerce.	Remember	CO 3	AIT514.13
17	Enumerate about Intra-Organizational Electronic Commerce.	Remember	CO 3	AIT514.12
18	What are approaches used to form virtual organizations?	Remember	CO 3	AIT514.09
19	With neat diagram enumerate about Push-based SCM	Understand	CO 3	AIT514.13
20	With neat diagram enumerate about Pull -based SCM	Understand	CO 3	AIT514.13
**UNIT-IV** **CONSUMER SEARCH AND RESOURCE DISCOVERY**			
	Part – A (Short Answer Questions)			
1	With a neat diagram enumerate about corporate digital library.	Understand	CO 4	AIT514.14
2	Illustrate the types of digital documents.	Understand	CO 4	AIT514.17
3	Define information search and retrieval	Remember	CO 4	AIT514.14
4	What is Electronic catalogs and directories?	Remember	CO 4	AIT514.15
5	What are the various Document-oriented Processes?	Understand	CO 4	AIT514.14
6	Write about Document Imaging.	Understand	CO 4	AIT514.15
7	Write about Structured Documents in detail	Understand	CO 4	AIT514.15
8	Write about Hypertext Documents in detail.	Understand	CO 4	AIT514.14
9	Write the guidelines that each firm should follow for advertising on the Internet.	Remember	CO4	AIT514.15
10	List the typical features of Information filtering process	Understand	CO 4	AIT514.14
11	define information filtering	Understand	CO 4	AIT514.16
12	What is Wide Area Information Service?	Understand	CO 4	AIT514.14

13	Define white page schema model	Remember	CO4	AIT514.15
14	What is electronic yellow page	Understand	CO 4	AIT514.17
15	Write about Mail-filtering agents?	Understand	CO 4	AIT514.14
16	What is local filter?	Understand	CO 4	AIT514.15
17	What is electronic white page?	Understand	CO 4	AIT514.14
18	Write about News-filtering agents?	Understand	CO 4	AIT514.16
19	Define directory?	Remember	CO4	AIT514.15
20	List out the indexing packages in e indexing packages?	Understand	CO 4	AIT514.17

Part – B (Long Answer Questions)

1	What are the various functions and characteristics of DataWarehouse? Explain.	Apply	CO 4	AIT514.15
2	How to build an end-to-end Data Warehouse? Explain. Describe in detail about e-Advertising and Marketing?	Understand	CO 4	AIT514.15
3	How Advertising is done on the Internet? Explain.	Remember	CO 4	AIT514.14
4	Explain the process of On-line marketing.	Remember	CO 4	AIT514.14
5	Explain about Electronic Commerce Catalogs or Directories	Remember	CO 4	AIT514.14
6	Elaborate about the four different types of Digital documents	Understand	CO 4	AIT514.16
7	Why mobility of information is necessary.	Understand	CO 4	AIT514.16
8	Explain the steps in interactive marketing process on the Internet. And about the guidelines for Internet advertisement.	Understand	CO 4	AIT514.14
9	Explain about different types Online Transactions. And about capabilities provided by structured documents.	Understand	CO 4	AIT514.16
10	Discuss about hypertext documents and structured documents. And Write about e-advertising and marketing.	Understand	CO 4	AIT514.14
11	Explain various document-oriented processes. And What are various functions and features of data warehouse?	Understand	CO 4	AIT514.14
12	explain about the information filtering process?	Remember	CO 4	AIT514.14
13	Explain about the following a. File-level indexing b. Word-level indexing	Remember	CO 4	AIT514.14
14	What are the Typical features Information filtering processes?	Understand	CO 4	AIT514.16
15	Describe in detail about Electronic white pages.	Understand	CO 4	AIT514.16
16	Illustrate in detail about Electronic Yellow Pages.	Understand	CO 4	AIT514.14
17	Explain in detail about Wide Area Information Service (WAIS)Engine.	Understand	CO 4	AIT514.16
18	Illustrate the two types of indexing methods. Explain about Indexing package categories.	Understand	CO 4	AIT514.14
19	Explain about the Interactive Product Catalogs?	Understand	CO 4	AIT514.14
20	Explain about the three-major search methods.	Remember	CO 4	AIT514.14

UNIT-V **MULTIMEDIA**				

Part - A (Short Answer Questions)

1.	Define multimedia?			
2.	Define multiprocessing?	Remember	CO 5	AIT514.18
3.	What is symmetric multiprocessing?	Understand	CO 5	AIT514.19
4.	Define multi threading?	Understand	CO 5	AIT514.18
5.	Describe in detail about Consumer search	Understand	CO 5	AIT514.19
6.	What are search engines?	Understand	CO 5	AIT514.18
7.	Write about MPEG II?	Remember	CO 5	AIT514.19
8.	Write Down the Characteristics of MBONE?	Understand	CO 5	AIT514.19
9.	What is lossy compression?	Understand	CO 5	AIT514.18
10.	Write short notes on Desktop video hardware for	Understand	CO 5	AIT514.18

	playback?			
11	Write short notes on Desktop video hardware for capture?	Remember	CO 5	AIT514.18
12	What is multimedia storage technology	Understand	CO 5	AIT514.18
13	Write about the network based storage technology?	Understand	CO 5	AIT514.18
14	Write about the desktop based storage technology	Understand	CO 5	AIT514.19
15	Name the types of codec's used in Digital video compression /and decompression	Remember	CO 5	AIT514.18
16	What is MPEG1?	Remember	CO 5	AIT514.20
17	What is JPEG?	Understand	CO 5	AIT514.18
18	What is MBONE?	Understand	CO 5	AIT514.18
19	What is multimedia data compression	Understand	CO 5	AIT514.19
20	What is lossless compression?	Remember	CO 5	AIT514.20
Part - B (Long Answer Questions)				
1	Explain differences between MPEG1,MPEGII and JPEG?	Understand	CO 5	AIT514.18
2	Explain about the compression techniques?	Understand	CO 5	AIT514.18
3	Explain the differences between multi-threading and multi-tasking?	Understand	CO 5	AIT514.18
4	Explain the Characteristics of Digital video	Understand	CO 5	AIT514.20

5	Write short notes on
	  a. Preemptive multi-tasking
	  b. Non-Preemptive multi-tasking
		Understand	CO 5	AIT514.18

6	Explain in detail about Types of desktop video conferencing	Understand	CO 5	AIT514.19
7.	Explain about the Digital video compression /and decompression	Remember	CO 5	AIT514.20
8.	Explain in detail about Multimedia servers	Understand	CO 5	AIT514.18
9.	Explain in detail about Multimedia Storage Technology	Understand	CO 5	AIT514.18
10	What are the company's e-commerce goals?	Understand	CO 5	AIT514.19
11	Will the e-commerce leader command a dedicated team?	Remember	CO 5	AIT514.20
12	Where will the e-commerce team work—headquarters or dot-com Talent centers?	Remember	CO 5	AIT514.20
13	What are the most common pitfalls when recruiting e-commerce Leaders?	Understand	CO 5	AIT514.20
14	What are the most essential skills and competencies to look for in Candidates?	Understand	CO 5	AIT514.20
15	Does the business' compensation model support or undermine its Goals?	Understand	CO 5	AIT514.18
16	Enumerate about Consumer-data interfaces in detail.	Understand	CO 5	AIT514.18
17	Enumerate in detail about Multimedia Data Compression	Remember	CO 5	AIT514.20
18	Enumerate in detail how Internet is used for Video conferencing	Understand	CO 5	AIT514.18
19	Explain about Desktop Video Application Software	Understand	CO 5	AIT514.18
20	Explain the series of stages a Multimedia entity must pass through.	Understand	CO 5	AIT514.19

Prepared by: Ms. M Geetha Yadav, Assistant Professor, Dept. of CSE   **HOD, CSE**