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Code No: AIT514



INSTITUTE OF AERONAUTICAL ENGINEERING

(Autonomous)

Dundigal, Hyderabad - 500 043

MODEL QUESTION PAPER-II

B.Tech VIII Semester End Examinations (Regular), May-2020

Regulations: IARE-R16

E-COMMERCE

(Common to CSE/IT)

Time: 3 hours

Max. Marks: 70

**Answer ONE Question from each
UNIT All Questions Carry Equal
Marks**

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

UNIT – I

- | | | | |
|----|----|---|------|
| 1. | a) | Explain Various steps of Quick Response Retailing | [7M] |
| | b) | What is e-commerce? State how e-commerce differs from traditional commerce. | [7M] |
| 2. | a) | What are the company's e-commerce goals? | [7M] |
| | b) | Will the e-commerce leader command a dedicated team? | [7M] |

UNIT – II

- | | | | |
|----|----|--|------|
| 3. | a) | Illustrate and explain various EDI standards. | [7M] |
| | b) | Explain in detail about EDI Software Implementation | [7M] |
| 4. | a) | Expand VANs and explain in detail. | [7M] |
| | b) | What are the various Advantages & Disadvantages of EDI? Explain. | [7M] |

UNIT – III

- | | | | |
|----|----|---|------|
| 5. | a) | Explain the capabilities: of structured documents and different standards used in structured documents. | [7M] |
| | b) | Explain the primary models of supply chain management and their three primary elements. | [7M] |
| 6. | a) | Explain the following major approaches are used to form virtual organizations: | [7M] |
| | | a) Downward approach b) Lateral approach | |
| | b) | Define Customization and Explain the Mass Customization. | [7M] |

UNIT – IV

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|----|----|--|------|
| 7. | a) | Explain about different types Online Transactions. And about capabilities provided by structured documents. | [7M] |
| | b) | Discuss about hypertext documents and structured documents. And Write about e-advertising and marketing. | [7M] |
| 8. | a) | Why mobility of information is necessary. | [7M] |
| | b) | Explain the steps in interactive marketing process on the Internet. And about the guidelines for Internet advertisement. | [7M] |

UNIT – V

- 9 a) Write short notes on Digital video compression / decompression [7M]
b) Explain in detail about Multimedia servers [7M]
10. a) Where will the e-commerce team work—headquarters or dot-com Talent centers? [7M]
b) What are the most common pitfalls when recruiting e-commerce Leaders? [7M]



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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