



# INSTITUTE OF AERONAUTICAL ENGINEERING

(Autonomous)

Dundigal, Hyderabad - 500 043

## INFORMATION TECHNOLOGY

### QUESTION BANK

Course Title	E-COMMERCE			
Course Code	58061			
Regulation	R09 - JNTUH			
Course Structure	Lectures	Tutorials	Practicals	Credits
	4	-	-	4
Course Coordinator	Mr. D Rahul, Assistant Professor			
Team of Instructors	Mr. D Rahul, Assistant Professor			

### OBJECTIVES

To meet the challenge of ensuring excellence in engineering education, the issue of quality needs to be addressed, debated and taken forward in a systematic manner. Accreditation is the principal means of quality assurance in higher education. The major emphasis of accreditation process is to measure the outcomes of the program that is being accredited.

In line with this, Faculty of Institute of Aeronautical Engineering, Hyderabad has taken a lead in incorporating philosophy of outcome-based education in the process of problem solving and career development. So, all students of the institute should understand the depth and approach of course to be taught through this question bank, which will enhance learner's learning process.

S. No	Question	Blooms Taxonomy Level	Course Outcome
UNIT – I			
PART – A (SHORT ANSWER QUESTIONS)			
1	Define E-Commerce?	Remember	1
2	Enumerate about e-Commerce–Framework briefly.	Remember	1
3	Illustrate the elements of the e-Commerce–Framework briefly.	Understand	2
4	Briefly write about the anatomy of e-Commerce.	Understand	2
5	Enumerate about the Application services of e-commerce.	Remember	3
6	Enumerate about Consumer-Oriented Services in briefly.	Understand	3

7	Illustrate about Consumer-Oriented Applications.	Understand	3
8	Enumerate in about intermediate services and advanced services.	Remember	3
9	How home shopping is categorized in e-commerce?	Understand	3
10	How Pre-purchase is determined in e-commerce?	Understand	2
<b>PART – B (LONGANSWER QUESTIONS)</b>			
1	Write short notes on, (a) Brokerage and data management (b) Interface layer services	Remember	1
2	Write short notes on (a) Middleware services (b) Secure Messaging	Understand	1
3	Explain the benefits of e-commerce in detail.	Understand	1
4	Explain about the Limitations of e-Commerce in detail.	Remember	1
5	What is Supply Chain Management? Explain in detail.	Understand	2
6	How Purchase Consummation is implemented in e-commerce? Explain.	Understand	3
7	Explain Mercantile Transaction Using Credit Cards in detail.	Understand	3
8	Explain in detail Mercantile Models -Merchant's Perspective.	Understand	3
9	Describe the Order Management Cycle in e-commerce?	Understand	3
10	Explain Mercantile model from the consumer's perspective	Understand	3
11	What are the company's e-commerce goals?	Understand	2
12	Will the e-commerce leader command a dedicated team?	Understand	2
13	Explain Various steps of Quick Response Retailing	Understand	2
14	What is e-commerce? State how e-commerce differs from traditional commerce.	Understand	1
<b>UNIT – II</b>			
<b>PART – A (SHORT ANSWER QUESTIONS)</b>			
1	Illustrate the Risk in Electronic Payment system?	Remember	5
2	What are the factors for Design of Electronic Payment system.	Remember	5
3	Enumerate briefly about Credit Card based Electronic Payment Systems.	Understand	4
4	Write about Smart card payment Systems	Understand	4
5	What is EFT? How work on EFT can be segmented	Understand	4
6	Write briefly about EDI.	Remember	5
7	Write about the Layered Architecture of EDI.	Remember	4

8	With neat diagram enumerate Information flow without EDI.	Understand	4
9	With neat diagram enumerate Information flow with EDI	Understand	5
10	What are the various Legal, Security and Privacy issues and limitations of EDI	Remember	5
<b>PART – B (LONGANSWER QUESTIONS)</b>			
1	What is Digital token-based electronic payment system? Explain	Understand	4
2	Explain in detail about electronic check system (ECS).	Understand	5
3	What is Electronic Cash? Illustrate and explain the Properties of Electronic Cash.	Understand	5
4	Illustrate the procedure for Purchasing e-cash from currencyservers.	Understand	5
5	What are the various Legal issues, Business issues and Operational risks in electronic cash	Understand	5
6	Illustrate various EDI Applications in Business	Remember	4
7	Illustrate and explain various EDI standards.	Understand	5
8	Explain in detail about EDI Software Implementation	Understand	4
9	Expand VANs and explain in detail.	Understand	5
10	What are the various Advantages & Disadvantages of EDI? Explain.	Remember	4
11	Explain Merchantville's model from the Merchant's perceptive	Understand	4
12	Explain the business issues that must be addressed before consumer-oriented e-commerce can become widespread.	Understand	5
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	5
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	4
<b>UNIT – III</b>			
<b>PART – A (SHORT ANSWER QUESTIONS)</b>			
1	Enumerate about Intra-Organizational Electronic Commerce.	Understand	6
2	Enumerate about Work-flow automation and coordination.	Understand	7
3	What are the various characteristics of the Supply Chain management?	Remember	8
4	With neat diagram enumerate about Push-based SCM	Understand	
5	With neat diagram enumerate about Pull -based SCM	Understand	6
6	What are the macro forces influence internal commerce?	Understand	6

7	What are the problems with Vertical Organization?	Understand	7
8	Write about the Horizontal Organizational Structure?	Remember	7
9	What are the capabilities of structured documents?	Understand	7
10	What are approaches used to form virtual organizations?	Remember	8
11	Define Intra organizational Electronic Commerce.	Remember	6
12	List the types of Intra organizational Electronic Commerce.	Understand	7
<b>MID - II</b>			
13	Define Private commerce.	Remember	6
14	Define Public Commerce.	Remember	6
15	What Is Cross-functional Management?	Understand	7
16	List out the Advantages of Global marketing.	Remember	8
17	List out the Disadvantages of Global marketing.	Remember	8
18	What is MACROFORCES?	Understand	8
19	Define Internal Commerce.	Remember	8
20	Define Global marketing.	Remember	8
21	Explain the supply chain management characteristics in electronic commerce	Understand	7
22	What is Work-Flow Automation? List the types of mass customization.	Remember	6
23	Write use of electronic brokerages?	Understand	6
24	List the New forms of organizational structures.	Remember	6
<b>PART – B (LONGANSWER QUESTIONS)</b>			
1	Explain in detail about Integrated marketing and distribution in SCM.	Remember	6
2	Explain in detail about Integrated Logistics and distribution in SCM.	Remember	7
3	Explain in detail about Efficient Customer Response (ECR) in SCM.	Understand	8
4	Explain in detail about Agile Manufacturing in SCM.	Remember	8
5	What is Horizontal organization?	Remember	7
6	What is Vertical organization?	Understand	8
7	Compare Vertical organization with horizontal organization.	Remember	6
<b>MID - II</b>			
8	Write short notes on pull based SCM & push based SCM	Understand	6

9	Explain the Element of Virtual Organization.	Remember	7
10	Describe Electronic Organizations and Brokerages?	Understand	7
11	Explain the guidelines that each firm should follow for advertising on the Internet.	Remember	7
12	Explain the capabilities: of structured documents and different standards used in structured documents.	Understand	6
<b>MID - II</b>			
13	Explain the primary models of supply chain management and their three primary elements.	Understand	7
14	Explain the following major approaches are used to form virtual organizations: a) Downward approach                      b) Lateral approach	Understand	7
15	Define Customization and Explain the Mass Customization.	Remember	6
<b>UNIT – IV</b>			
<b>PART – A (SHORT ANSWER QUESTIONS)</b>			
1	With a neat diagram <b>enumerate</b> about corporate digital library.	Understand	9
2	<b>Illustrate</b> the types of digital documents.	Remember	10
3	<b>Illustrate</b> the types of digital documents.	Remember	9
4	<b>Illustrate</b> the types of digital documents.	Remember	10
5	What are the various Document-oriented Processes?	Understand	9
6	Write about Document Imaging.	Remember	10
7	Write about Structured Documents in detail	Remember	9
8	Write about Hypertext Documents in detail.	Remember	9
9	Write the guidelines that each firm should follow for advertising on the Internet.	Remember	9
10	List the typical features of Information filtering process	Remember	10
<b>PART – B (LONGANSWER QUESTIONS)</b>			
1	What are the various functions and characteristics of DataWarehouse? Explain.	Understand	10
2	How to build an end-to-end Data Warehouse? <b>Explain.</b>	Understand	9
3	<b>Describe</b> in detail about e-Advertising and Marketing?	Understand	9
4	How Advertising is done on the Internet? <b>Explain.</b>	Understand	10
5	Explain the process of On-line marketing.	Understand	9
6	Explain about Electronic Commerce Catalogs or Directories	Understand	9
7	Elaborate about the four different types of Digital documents	Understand	10

8	Why mobility of information is necessary.	Understand	10
9	Explain the steps in interactive marketing process on the Internet. And about the guidelines for Internet advertisement.	Understand	10
10	Explain about different types Online Transactions. And about capabilities provided by structured documents.	Understand	10
11	Discuss about hypertext documents and structured documents. And Write about e-advertising and marketing.	Understand	9
12	Explain various document-oriented processes. And What are various functions and features of data warehouse?	Understand	9
<b>UNIT – V</b>			
<b>PART – A (SHORT ANSWER QUESTIONS)</b>			
1	Enumerate about Consumer-data interfaces in detail.	Understand	11
2	What are the Typical features Information filtering processes?	Understand	11
3	Describe in detail about Electronic white pages.	Remember	12
4	Illustrate in detail about Electronic Yellow Pages.	Understand	11
5	Describe in detail about Consumer search	Remember	12
6	Define multimedia? Illustrate and explain the series of stages aMultimedia entity must pass through.	Remember	11
7	Enumerate in detail about Multimedia Data Compression	Remember	12
8	Enumerate in detail how Internet is used for Video conferencing	Remember	12
9	Illustrate the Characteristics of Digital video and explain aboutDesktop Video Application Software	Remember	11
10	Write short notes on Desktop video hardware for playback and capture.	Remember	12
<b>PART – B (LONGANSWER QUESTIONS)</b>			
1	What are Interactive Product Catalogs? Explain.	Understand	11
2	Explain in detail about Wide Area Information Service (WAIS)Engine.	Understand	12
3	Illustrate the two types of indexing methods. Explain about Indexing package categories.	Understand	12
4	What are search engines? Explain about the three-major search methods.	Understand	11
5	Write short notes on a. Goals of electronic commerce b. Information search challenges	Understand	12
6	Explain in detail about Types of desktop video conferencing	Understand	11
7	Write short notes onDigital video compression / decompression	Understand	11
8	Explain in detail about Multimedia servers	Understand	12
9	Explain in detail about Digital video compression /	Understand	12
10	Explain in detail about Multimedia Storage Technology	Understand	11

11	What are the company's e-commerce goals?	Understand	11
12	Will the e-commerce leader command a dedicated team?	Understand	12
13	Where will the e-commerce team work—headquarters or dot-com Talent centers?	Understand	11
14	What are the most common pitfalls when recruiting e-commerce Leaders?	Remember	12
15	What are the most essential skills and competencies to look for in Candidates?	Remember	11
16	Does the business' compensation model support or undermine its Goals?	Understand	11

**Prepared by:**

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