

B.TECH. DEGREE EXAMINATION, NOVEMBER 2011**Eighth Semester**

Branch—Information Technology

E-COMMERCE (T)

(Supplementary)

Time : Three Hours

Maximum : 100 Marks

*Answer all questions.***Part A***Each question carries 4 marks.*

1. Write note on supply chain management.
2. Describe hyper text and hyper media.
3. Describe credit cards.
4. What are the operational issues associated with e-cash ?
5. What is the role of EDT in international trade ?
6. Explain the value added networks (VANs).
7. What are the types of electronic brokerages in internal markets ?
8. Explain the issues and concerns in digital document management.
9. What are the issues in marketing and advertising ?
10. Describe the characteristics of CD-ROM technology.

(10 × 4 = 40 marks)

Part B

11. Give the anatomy of e-commerce applications. (12 marks)

Or

12. Explain the following :
- (a) Consumer to Business transactions. (4 marks)
 - (b) Business to Business transactions. (4 marks)
 - (c) Intra organizational transactions. (4 marks)
13. With figure explain the processing payments using encrypted credit cards. How online payment is acheived using a third party processor ? (12 marks)

Or

14. How to design an e-payment system ? (12 marks)
15. With figure differentiate the information flow with EDI and without EDI. (12 marks)

*Or***Turn over**

16. Describe the software implementation of the EDI. Explain its working. (12 marks)
17. Write in detail the different types of data warehouses. (12 marks)

Or

18. With figure explain the corporate digital library. (12 marks)
19. Explain the following :
- (a) Multiprocessing. (4 marks)
 - (b) Multitasking. (4 marks)
 - (c) Multithreading. (4 marks)

Or

20. Define frame relay. Explain the structure of a frame. List the frame relay drawbacks. (12 marks)
- (5 × 12 = 60 marks)