

II B. Tech II Semester Regular/Supplementary Examinations, November- 2020**E- COMMERCE**

(Information Technology)

Time: 3 hours

Max. Marks: 70

- Note: 1. Question Paper consists of two parts (**Part-A** and **Part-B**)
 2. Answer **ALL** the question in **Part-A**
 3. Answer any **FOUR** Questions from **Part-B**

PART -A

1. a) Mention the E-Commerce strategies (2M)
- b) What do you mean by Credit cards? (3M)
- c) Write short notes on Integrated value chain (2M)
- d) Give a brief note on Document Library. (3M)
- e) Define commerce catalogues (2M)
- f) Write about Multimedia content. (2M)

PART -B

2. a) What is the difference between traditional commerce and E commerce (7M)
- b) What are the pre-requisites for E Commerce? (7M)
3. a) Demonetization resulted out the benefits of electronic payment system. Analyze (7M)
- b) Explain the advantages and disadvantages of E-commerce (7M)
4. a) Illustrate and explain about the Intra Organizational Commerce (7M)
- b) How do the organizational activities were taken up with the support of E commerce (7M)
5. a) What role could intelligent agents play in online travel (7M)
- b) Compare real estate agents to stock market agents in E commerce (7M)
6. a) Explain the process of information filtering (7M)
- b) Describe about WAIS engine (7M)
7. a) Discuss compression methods of multimedia (7M)
- b) Explain Desktop video processing in detail (7M)