



Reg. No. :

Name :

**Eighth Semester B.Tech. Degree Examination, April 2014
(2008 Scheme)
08.802 : E-COMMERCE (F)**

Time : 3 Hours

Max. Marks : 100

PART – A

Answer **all** questions.

1. What are the benefits provided by EDI ?
2. What is the role of a 'trusted third party' in e-commerce ?
3. What is the difference between reliability testing and usability testing of a website ?
4. How does smart cards work ?
5. What is meant by credit card laundering ?
6. What are the various methods used for tracking customers ?
7. What are the considerations in planning an extranet ?
8. Why is extranet viewed as a B2B intranet ?
9. 'E-commerce is not appropriate for some business transactions'. Why ?
10. What is meant by a copyright infringement ? **(10×4=40 Marks)**

PART – B

Answer **any one** question from **each** Module.

Module – I

11. a) "Internet trade is not suited to all goods or to all people". Explain in terms of product, price, promotion and place considerations. **12**
- b) How does e-commerce reduce production cycle time ? **8**



12. a) Describe the features of a website evaluation model. 10
b) What are the key considerations in choosing an ISP ? 10

Module – II

13. a) How is market opportunity analysis performed ? 10
b) Explain the EDIFACT standard. 10
14. a) What are the building blocks of B2B e-commerce ? 10
b) Explain the elements of a supply chain. 10

Module – III

15. a) How does e-wallet differ from real money ? Explain. 10
b) How does Secure Electronic Transaction work ? 10
16. a) What are the intellectual property rights issues in e-commerce ? 10
b) Distinguish between the following in respect of money transactions in e-commerce :
i) Atomicity and isolation.
ii) Scalability and interoperability. 10
-