



Reg. No. : .....

Name : .....

**Eighth Semester B.Tech. Degree Examination, April/May 2012  
(2008 Scheme)  
08.802 : E-COMMERCE (F)**

Time : 3 Hours

Max. Marks : 100

**PART – A**

Answer **all** questions.

1. What are the advantages of E-Commerce ?
2. Discuss the basic structure of an ISP with a schematic representation.
3. Explain the impact of extranets in Supply Chain Management.
4. Explain the strategies adopted for attracting customers to a website.
5. What are the functionalities of portals ?
6. Discuss the B2B Supply Chain Collaboration.
7. Write notes on financial EDI.
8. Write notes on the legal issues in E-Commerce.
9. Discuss taxation issues in internet.
10. Write notes on E-Cash and E-Wallet.



**(10×4=40 Marks)**

**PART – B**

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

**Module – 1**

11. a) Discuss different E-Commerce Business Models. 12
- b) Explain the applications of intranet. 8

OR

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12. a) Explain in detail the building life cycle of a website. 10  
b) Explain various website usability tests. 10

**Module – 2**

13. a) Explain various methods adopted for tracking customers. 10  
b) What is meant by portals ? What are the different categories ? Explain in detail. 10

OR

14. a) Discuss the importance of Customer Relationship Management in E-marketing. 10  
b) Explain various B2B E-Commerce Models. 10

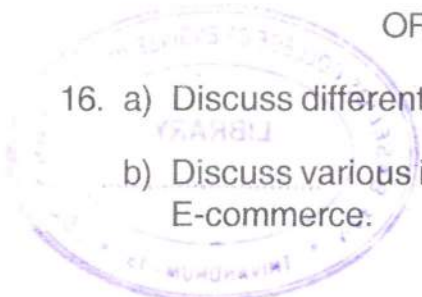
**Module – 3**

15. a) Explain the working of smart cards. What are the applications ? 12  
b) Discuss different ethical issues in E-Commerce. 8

OR

16. a) Discuss different internet-based payment system models. 10  
b) Discuss various international issues and intellectual property rights issues in E-commerce. 10

(3×20=60 Marks)



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