



Reg. No. : .....

Name : .....

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

Time : 3 Hours

Max. Marks : 100

PART – A

Answer **all** questions :

1. Distinguish between Search Engine and Internet-Service Provider.
2. What is unique about wireless transmission ? Elaborate.
3. What is meant by SCM ? Explain.
4. What is Spam ? How does it differ from viral marketing ?
5. Explain different components in EDI.
6. What are various methods used for tracking customers ?
7. Write notes on Smart Cards.
8. How does a digital wallet functions ?
9. "E-commerce is not appropriate for some business transactions" – Why ?
10. Briefly explain Uniform Commercial Code. **(10×4=40 Marks)**

P.T.O.



## PART – B

(Answer **any one** from **each** Module)**Module – I**

11. a) If you have a choice between two-tier and three-tier server architecture, which one would you consider ? Which factors would you use in making final decision ? 10
- b) How does e-commerce reduce production cycle time ? 10

OR

12. a) Discuss various website evaluation criteria. 10
- b) Briefly cite key benefits and limitations of WAP. 10

**Module – II**

13. a) What managerial implications can one draw regarding Internet-Marketing ? 8
- b) What are the building blocks of B2B e-commerce ? 12

OR

14. a) Explain different categories of portals. 10
- b) What are the major advertising methods used in online industry ? 10

**Module – III**

15. Distinguish between legal and ethical issues in e-commerce with examples. 20

OR

16. a) Explain how online financial services are implemented. 10
- b) What are Intellectual Property Rights issues in e-commerce ? 10
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