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Reg. No. : .....

Name : .....

**Eighth Semester B.Tech. Degree Examination, November 2015**

**(2008 Scheme)**

**08.802 : E-COMMERCE (F)**

Time: 3 Hours

Max. Marks: 100

**PART – A**

Answer **all** questions :

1. What are E-Commerce driving factors ? Explain.
2. Distinguish between internet, intranet and extranet.
3. Write short note on ISP.
4. Explain Supply chain management.
5. Describe about different customer tracking methods.
6. How web services are branded ?
7. Explain about different EDI components.
8. Write notes on E-Wallet.
9. Describe about any two electronic payment systems.
10. Write note on intellectual property rights in E-Commerce. **(10×4=40 Marks)**



P.T.O.



## PART – B

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

**Module – I**

11. a) Discuss about website evaluation and usability testing. 10  
 b) List and explain advantages and limitations of E-Commerce. 10

OR

12. a) What are the critical success factors in E-Commerce ? 10  
 b) Discuss the framework for E-Commerce. 10

**Module – II**

13. a) Describe about different B2B models. 10  
 b) Briefly explain the information flow between buyer and seller in EDI. 10

OR

14. a) Explain about different business models in E-Commerce. List advantages and disadvantages of each. 10  
 b) Explain SCM life cycle process in detail. 10

**Module – III**

15. a) Explain about legal issues relevant to E-Commerce business. 12  
 b) What are the key benefits of M-Commerce ? 8

OR

16. a) List and explain the requirement for internet based payment systems. 10  
 b) What are the critical success factors in M-Commerce ? Explain. 10