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B – 2682

Reg. No. :

Name :

Eighth Semester B.Tech. Degree Examination, December 2016
08.802 : E-COMMERCE (F)
(2008 Scheme)

Time : 3 Hours

Max. Marks : 100

PART – A

Answer **all** questions. **Each** question carries **4** marks.

1. What is e-commerce ? Mention its advantages and limitations.
2. "Network Service Providers are the backbone of the Internet". Justify.
3. List the services provided by an ISP.
4. What is meant by push and pull technology ?
5. Mention few ways to attract customers to an online shopping site.
6. What is B2B e-commerce ? Give an example.
7. Discuss the advantages and disadvantages of EDI.
8. What is copyright infringement ?
9. What is meant by designer's liability and user's liability ?
10. What are the principles of privacy protection ?

PART – B

Answer **any one** question from **each** Module. **Each** question carries **20** marks.

Module – 1

11. a) Explain in detail website building life cycle. 10
- b) Discuss in detail website evaluation criteria. 10

OR

12. a) Discuss the key factors in choosing an ISP. 10
- b) Explain website usability testing in detail. 10

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Module – 2

13. a) Discuss the importance of Customer Relationship Management in E-marketing. 10
b) Explain the different types of Electronic Data Interchange. 10

OR

14. a) Explain various B2B E-Commerce Models. 10
b) Discuss Internet Marketing in detail. 10

Module – 3

15. Discuss the various online payment modes and its working principle. 20

OR

16. a) Discuss ACID and ICES Test. Discuss the important properties of electronic payment system. 10
b) Discuss various international issues and intellectual property rights issues in E-Commerce. 10
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