

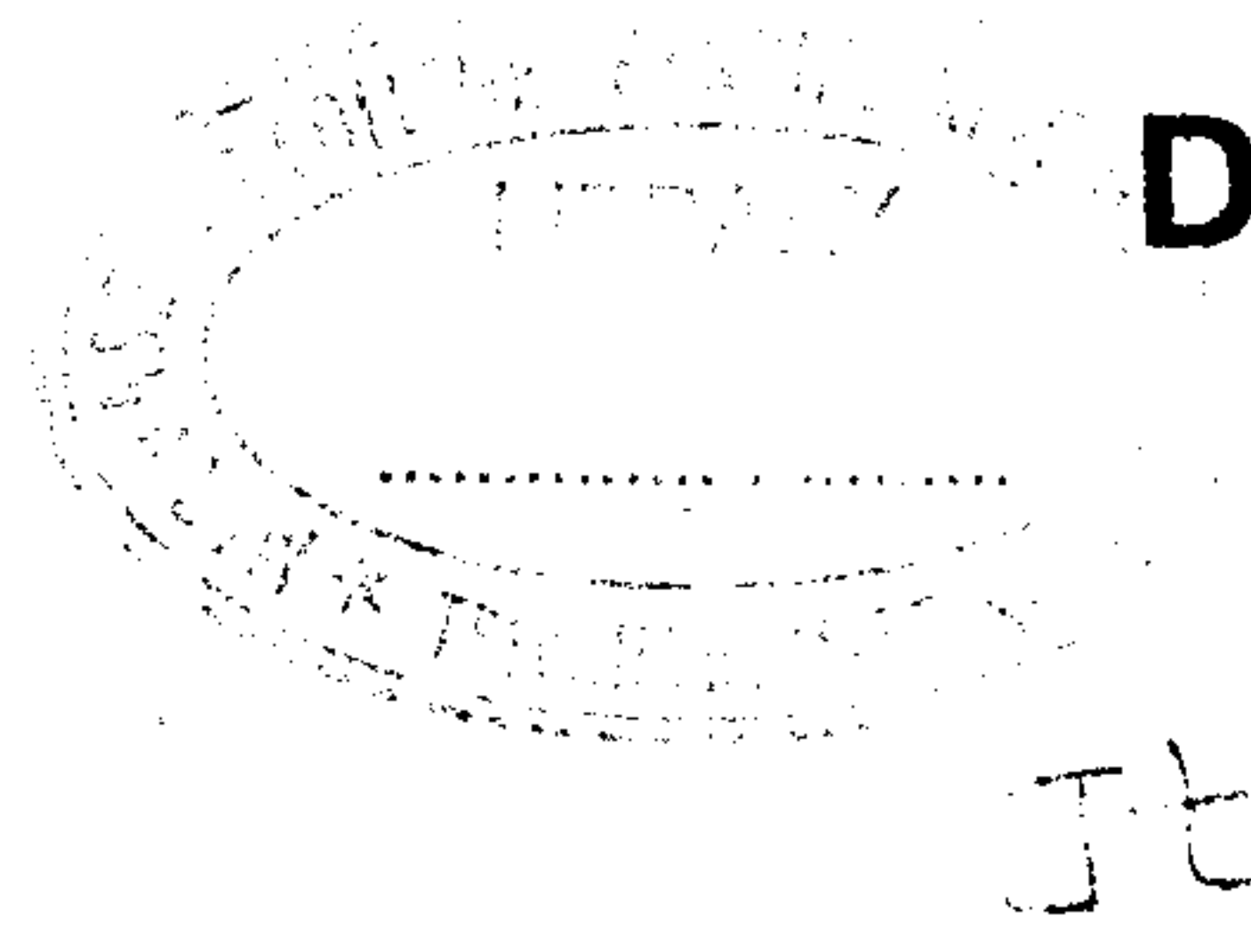


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Reg. No. :

Name :



Eighth Semester B.Tech. Degree Examination, December 2017
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 the difference between e-commerce and m-commerce ?
2. What is meant by website usability test ?
3. Define : Internet Service Provider. List few ISP in India.
4. Define Cookie.
5. What is the significance of customer relationship management ?
6. What are the features of supply chain management ?
7. What is meant by Electronic Data Interchange ? Mention its benefits.
8. Write short notes on Intellectual property law.
9. What are the benefits of electronic payment systems ?
10. How pay pal works ?

PART – B

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

Module – 1

11. Explain hosting a website and choosing an ISP in detail. 20
- OR
12. a) Explain website evaluation in detail. 10
b) Discuss in detail the WAP Protocol stack for mobile with a neat diagram. 10

P.T.O.



Module – 2

13. Explain the various Internet marketing techniques and the e-cycle of internet marketing in detail. **20**

OR

14. a) Explain various methods adopted for tracking customers. **10**

b) Discuss the difference between B2B and B2C. **10**

Module – 3

15. Discuss different internet based payment modes. **20**

OR

16. a) Discuss different ethical and legal issues in E-Commerce. **10**

b) Write short notes on copyrights and trademarks. **10**
