Code No: C6208 **R09**

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD
M.TECH I SEMESTER EXAMINATIONS APRIL/MAY-2012
E-COMMERCE
(WEB TECHNOLOGIES)

Time: 3hours **Max.Marks:60**

Answer any five questions
All questions carry equal marks
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1. Discuss in detail consumer and organizational applications of e-commerce. Explain the features of services available in the market (like verisign) to confirm authenticity of the customer and seller.

2. Explain the differences in the various types of cards available for e-commerce. What precautions individuals and organizations should take to safe guard from hackers? Give details of the value added services for e-commerce.

3.a) Discuss how e-commerce will be useful for enhancing effectiveness and efficiency of inbound and out bound logistics for an organization. Give an example of an organization you are familiar with indicating how it could use e-commerce for its business development.

b) How corporate digital libraries are developed and maintained?

4. Explain with a flow chart the process of online information search and retrieval of data to identify potential customers. What are e-commerce catalogues and how to filter information?

5. Give details of the gadgets used for digital video conferencing. What are the soft-wares used in this process and highlight how to optimize band width.

6. Explain the approaches organizations follow for data warehousing. What the reasons for loss / sabotage of data. How to safe guard data and what services are available for this purpose.

7. Explain how e-commerce works for air ticketing system across channel partners. Explain the hard ware and soft ware requirements for this purpose. Give one example.

8. Explain the hardware and software developments (evolution) that lead to e-commerce applications. Explain how blue-dart tracks the mails. Give an example of GPS linked ecommerce application.

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