Code No: MC1356 /R13

MCA V Semester Regular / Supplementary Examinations, November-2016

E-COMMERCE

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

Answer Any **FIVE** *Questions*
All Questions Carry Equal Marks

1. a   Describe the generic framework for electronic commerce.   [6]
   b   Discuss the role of multimedia content in e-commerce applications.   [6]

2. a   What is e-cash? What are its properties and applications?   [6]
   b   Describe the two basic types of smart cards.   [6]

3. a   How the payment transaction sequence is happens in the Electronic cheque system and explain its advantages   [6]
   b   What are different legal issues, business issues and operational risks with electronic cash?   [6]

4. a   Define EDI. Explain about EDI layered Architecture.   [8]
   b   Illustrate various EDI applications in business.   [4]

5.   What is workflow co-ordination? Define work-flow co-ordination in intra-Organizational commerce.   [12]

6. a   Explain how advertising is carried out on Internet.   [6]
   b   Explain the probabilistic information retrieval models.   [6]

7. a   Briefly discuss about Digital documents.   [6]
   b   Write about different types of desktop video conferencing.   [6]

8. a   What is meant by Home entertainment? What is the role and scope of E-Commerce in Home Entertainment market?   [6]
   b   Write notes on multimedia storage technology.   [6]

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