

E-0411

Sub. Code
1BITSA4

U.G. DEGREE EXAMINATION, APRIL 2019

Information Technology

Allied: E-COMMERCE

(CBCS - 2011 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Define Convergence.
2. What is MPEG?
3. Define Multimedia Convergence.
4. What is Message Passing?
5. List the benefits of using Smart Cards.
6. What are the four layers of EDI Architecture?
7. List the two types of Micromarketing.
8. Define Catalog Model.
9. What is DIT?
10. Define the term “Training on-demand”.

Part B**(5 × 5 = 25)**

Answer **all** questions, choosing either (a) or (b).

11. (a) Explain: The History of the Internet.

Or

- (b) Write a short note on “E-Commerce Framework”.

12. (a) Explain: World Wide Web as the Architecture.

Or

- (b) Give a brief note on Electronic Checks.

13. (a) What are the different types of Financial EDT? Explain.

Or

- (b) Write a short note on EDT Gateways.

14. (a) Explain: Pull-based Advertising.

Or

- (b) Explain the concept: “Electronic Yellow Pages”.

15. (a) What are the Challenges in “On-line Education”? Explain.

Or

- (b) Explain the History of Software Agents.

Part C**(3 × 10 = 30)**

Answer any **three** questions.

16. Describe the E-Commerce Applications in detail.
17. Explain the three Distinct Classes of E-Commerce Application Services.

18. With neat diagram, discuss EDI Software Implementation.
 19. Illustrate the concept of Consumer-Data Interface in detail.
 20. Elucidate the Characteristics and Properties of Agents.
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