S.No. 39

17PCSED3

PART A — (5 × 5 = 25 marks)

Answer ALL the questions.

1. (a) Explain the multimedia content for E-Commerce applications.

Or

    (b) Explain any five functions of supply chain management.

2. (a) Explain the WWW as the architecture with a block diagram.

Or

    (b) Explain the desirable characteristics of an electronic market place.

3. (a) What is E-cash? Explain its properties.

Or

(b) Explain the processing payments using encrypted credit cards.

4. (a) Explain the tangible benefits of EDI.

Or

(b) Explain the legal status of EDI messages.

5. (a) Explain the new uses of the Internet.

Or

(b) Explain the growth of the Internet.

PART B — (5 × 10 = 50 marks)

Answer ALL the questions.

6. (a) Describe the e-commerce consumer applications.

Or

(b) Discuss about network access equipment in detail.

7. (a) Explain three distinct classes of e-commerce applications.

Or

(b) Explain the mercantile models from the merchant's perspective.

8. (a) Explain designing electronic payment systems.

Or

(b) Explain smart cards and electronic payment system.

9. (a) Explain any two EDI applications in business.

Or

(b) Discuss about EDI software implementation with a diagram.

10. (a) Discuss about advertising on the Internet.

Or

(b) Explain :

(i) Commercial uses of the Internet.

(ii) Origin of the Internet.

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