

6E7138

Roll No. _____

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B.Tech. VI-Sem. (Main) Examination, July - 2023
Computer Science and Engineering
6CS5-13 E-commerce and ERP (EI - I)
CS, IT

Time : 3 Hours

Maximum Marks : 70

Instructions to Candidates:

Attempt all ten questions from Part A, five questions out of Seven questions from Part B and Three questions out of Five questions from Part C.

Schematic diagrams must be shown wherever necessary. Any data you feel missing suitably be assumed and stated clearly. Units of quantities used/calculated must be stated clearly.

Use of following supporting material is permitted during examination. (Mentioned in form No. 205).

PART - A

(Answer should be given up to 25 words only)

All questions are compulsory.**(10×2=20)**

1. What are the main components of E-commerce?
2. Write down the main difference between HTML and XML.
3. What do you understand by cookies in a website?
4. What is the basic difference between portal and a website?
5. Explain E - commerce providers and vendors in short.
6. Give a short note on ISPs.
7. Give a definition about traditional marketing.
8. What do you understand by B2C type of E-commerce?
9. Give difference between URL and URI.
10. What is the benefit of online advertising?

PART - B

(Analytical/Problem solving questions)

Attempt any five questions.**(5×4=20)**

1. What are the Traditional and E-marketing? Give detailed differences between both of them.
2. Explain strategic capabilities of internet for E-commerce.

3. What do you understand by Enterprise information portal (EIP)?
4. Explain the various broad goals of the E-commerce? Write down the various main components also.
5. Define the E-commerce with various main activities associated with E-commerce.
6. Explain the Internet Protocol and shopping cart.
7. Explain the various mode of operations associated with E-commerce.

PART - C

(Descriptive/Analytical/Problem Solving/Design questions)

Attempt any Three questions.

(3×10=30)

1. a. What are the main components of the internet?
b. What is the role of Internet and Web in E-commerce?
2. Write down the below functions of E-commerce.
 - a. Communication management
 - b. Process Management.
 - c. Service Management.
3. Write short notes on the following:
 - a. World Wide Web.
 - b. Data Marts.
 - c. Operational Data Stores.
4. There is a Book Depo nearby your college. The owner of the book depo wants to digitalize his business. Write down all the necessary steps related to how he can use e - commerce to develop, design and implement his business's website and can go for E - marketing?
5. How to define the structure of an XML document? Describe the security features of XML document.