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**SIDDHARTH INSTITUTE OF ENGINEERING & TECHNOLOGY:: PUTTUR**

(AUTONOMOUS)

**MCA II Year II Semester Regular Examinations July-2021****E-COMMERCE**

Time: 3 hours

Max. Marks: 60

(Answer all Five Units 5 x 12 = 60 Marks)

**UNIT-I**

- 1 What is Media Convergence? What are the uses of Media Convergence in e-Commerce? **L1 12M**

**OR**

- 2 What is e-Commerce? How does it differ from Traditional Commerce? **L1 12M**

**UNIT-II**

- 3 What is NSFNET? What is the primary reason of the NSFNET network decided to transfer entire traffic for profit corporations? **L1 12M**

**OR**

- 4 What is WWW? What is the architecture of WWW? **L1 12M**

**UNIT-III**

- 5 What is Smart Card? How Smart Card can be used for e-Payment System? **L1 12M**

**OR**

- 6 What is EDI Network? Explain the two kinds of Electronic data. **L1 12M**

**UNIT-IV**

- 7 How can push and pull advertisement work together? Describe the process with suitable ex examples. **L2 12M**

**OR**

- 8 Explain the different types of digital documentation and its significance. **L1 12M**

**UNIT-V**

- 9 What type of payment models used in M-Commerce? What are the different payment methods involved in M-commerce? **L3 12M**

**OR**

- 10 How M-commerce differs from e-Commerce and Traditional Commerce? Illustrate with examples. **L1 12M**

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