



INSTITUTE OF AERONAUTICAL ENGINEERING

(Autonomous)

Dundigal, Hyderabad -500 043

INFORMATION TECHNOLOGY

ASSIGNMENT QUESTIONS

Course Name	:	E-COMMERCE
Course Code	:	58061
Class	:	IV B. Tech II Semester
Branch	:	Information Technology
Year	:	2018 – 2019
Course Faculty	:	Mr. D Rahul, Assistant Professor

OBJECTIVES

To meet the challenge of ensuring excellence in engineering education, the issue of quality needs to be addressed, debated and taken forward in a systematic manner. Accreditation is the principal means of quality assurance in higher education. The major emphasis of accreditation process is to measure the outcomes of the program that is being accredited.

In line with this, Faculty of Institute of Aeronautical Engineering, Hyderabad has taken a lead in incorporating philosophy of outcome-based education in the process of problem solving and career development. So, all students of the institute should understand the depth and approach of course to be taught through this question bank, which will enhance learner's learning process.

S. No.	Question	Blooms Taxonomy Level	Course Outcome
ASSIGNMENT-I			
1	What is Supply Chain Management? Explain in detail.	Understand	1
2	Explain Mercantile model from the consumer's perspective	Understand	2
3	What is Electronic Cash? Illustrate and explain the Properties of Electronic Cash.	Remember	2
4	What are the various Advantages & Disadvantages of EDI? Explain.	Understand	3
5	With neat diagram explain Information flow with EDI.	Remember	1
6	What is Digital token-based electronic payment system? Explain.	Understand	3

S. No.	Question	Blooms Taxonomy Level	Course Outcome
7	Illustrate various EDI Applications in Business.	Understand	4
8	Explain in detail about electronic check system (ECS).	Remember	4
9	Illustrate and explain various EDI standards.	Understand	5
10	Explain the benefits of e-commerce in detail.	Understand	6
ASSIGNMENT-II			
1	Explain in detail about Efficient Customer Response (ECR) in SCM.	Understand	5
2	Describe in detail about e-Advertising and Marketing?	Remember	6
3	Illustrate the two types of indexing methods. Explain about Indexing package categories.	Understand	4
4	Explain in detail about Multimedia servers.	Understand	6
5	How Advertising is done on the Internet? Explain.	Understand	6
6	What are search engines? Explain about the three major search methods.	Remember	4
7	Write short notes on a. Goals of electronic commerce b. Information search challenges	Remember	5
8	How to build an end-to-end Data Warehouse? Explain.	Understand	6
9	Write short notes on i. Digital video compression / decompression	Remember	5
10	Discuss in detail about Interactive Product Catalogs.	Understand	4

Prepared by:

Mr. D Rahul, Assistant Professor

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