

Code No: 58063

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY, HYDERABAD  
B.Tech IV Year II Semester Examinations  
E- COMMERCE  
(INFORMATION TECHNOLOGY)

Time: 3 hours

Max Marks: 75

Note: This question paper contains two parts A and B.

Part A is compulsory which carries 25 marks. Answer all questions in Part A. Part B consists of 5 Units. Answer any one full question from each unit. Each question carries 10 marks and may have a, b, c as sub questions.

**PART-A**

- 1. a) List anatomy of e-commerce applications. [2m]
- b) Describe Value Chains. [3m]
- c) List risks in Electronic Payment Systems. [2m]
- d) Define EDI [3m]
- e) What is Public Commerce [2m]
- f) What are types of Mass Customization [3m]
- g) What are Hypertext documents [2m]
- h) Define Data warehouse [3m]
- i) What are Electronic Commerce Catalogs [2m]
- j) What is Multimedia [3m]

**PART-B**

- 2. Explain about Electronic Commerce and Trade Cycle [10]  
    OR
- 3. Explain Mercantile Process Models [10]
- 4. Explain Smart Cards & Electronic Payment Systems . [10]  
    OR
- 5. What are EDI applications in Business [10]
- 6. What is Global Marketing and write its advantages and disadvantages of Global Marketing [10]  
    OR
- 7. What is Supply chain Management and explain its characteristics. [10]
- 8. Explain Corporate Data Warehouses with its architecture. [10]  
    OR
- 9. what are On-Line Advertising Paradigms [10]
- 10. What are Compression Techniques and explain in detail. [10]  
    OR
- 11. What are different Multimedia Storage Technology [10]

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## PART-A

1. a) Define E-Commerce . [2m]
- b) What are advantages and disadvantages of E-Commerce. [3m]
- c) What are the types of Electronic Payment System. [2m]
- d) What is Electronic Purses [3m]
- e) What is Private Commerce [2m]
- f) What are elements of Global Marketing? [3m]
- g) What are types of Online Transactions [2m]
- h) What are structured documents [3m]
- i) What is information filtering [2m]
- j) Explain WAIS [3m]

## PART-B

2. What are Consumer Oriented Applications and Explain their Services [10]  
OR
3. Distinguish between E-Commerce Consumer applications and E-Commerce Organization applications [10]
4. Explain Digital token-based electronic payment systems. [10]  
OR
5. Explain EDI Layered architecture with neat diagram [10]
6. a) What is Cross functional Management [5+5]  
b) What is Marketing Research and explain its characteristics
- OR
7. Explain the work flow of Automation Customization. [10]
8. Distinguish between Digital Library and Document Digital Library [10]  
OR
9. Explain Document Oriented Processes with Framework. [10]
10. What is Digital Video and explain its Characteristics with examples. [10]  
OR
11. Explain Desktop Video Processing and Desktop Video Conferencing. [10]

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**Code No: 58040****JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD****B. Tech IV Year II Semester Examinations, May - 2016****STORAGE AREA NETWORKS****(Common to CSE, IT)****Time: 3 Hours****Max. Marks: 75****Answer any Five Questions  
All Questions Carry Equal Marks**

- - -

- 1.a) Describe briefly the evolution of information storage architecture.
- b) Which are the core elements essential for basic functionality of a data center? Explain. [7+8]
2. Explain major physical components of a disk drive and their function. [15]
- 3.a) What is the impact of RAID on disk performance?
- b) Give the basic architecture of intelligent storage system and explain the components functionality briefly. [7+8]
4. Explain the topologies of FC-SAN and IP-SAN. [15]
- 5.a) What are the reasons for planned/unplanned outages?
- b) Differentiate between business continuity and disaster recovery. [7+8]
- 6.a) Discuss LVM based remote replication approach.
- b) Explain the role and significance of control devices and control array in SAN-based remote replication. [7+8]
7. Monitoring helps to analyze the status and utilization of various storage infrastructure components. Discuss the parameters and components need to be monitored for a data center. [15]
- 8.a) What is meant by virtualization? How does file-level virtualization provide opportunities to optimize storage utilization and server consolidation?
- b) Explain storage virtualization with EMC Invista. [8+7]

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**DEPARTMENT OF BUSINESS MANAGEMENT**

**IV<sup>th</sup> IT 2<sup>nd</sup> SEM**

**Management Science**

**Time: 3 Hours**

**Max. Marks: 75**

Model Paper -1

Section-A

**Answer all the questions**

25 marks

1.
  - a).Define management.
  - b).Explain concepts of management.
  - c).Productivity vs. production.
  - d).Explain features of job production.
  - e).Define HRD. What are the various activities in it?
  - f).What is MBO? How it will be used in performance appraisal.
  - g).Write about critical path.
  - H).Explain rules for drawing networks.
  - i).Define corporate planning process.
  - j).Explain about micro environment.

Section-B

5x10=50

- 2).What are the various techniques of scientific management?

or

- 3).What is the importance of Management in the present business scenario?
- 4). Explain about various methods of production?

Or

5). Define work study. Discuss its relevance in Modern context?

6). What are the differences between PM and HRM?

Or

7). Explain the significance of manpower planning?

8). Differentiate between PERT and CPM?

Or

9). Explain the steps involved in probability of completing the project with in given time?

10). Explain the significance of environmental analysis?

Or

11). Explain the steps in Strategy formulation and implementation?

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**Time: 3 Hours**

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Model Paper -2

Section-A

**Answer all the questions**

25 marks

1.

- a) Leader vs. manager.
- b) Explain different types of leaderships.
- c) .Explain benefits of method study.
- d) .Determine EOQ.
- e) What is induction? Explain its importance?
- f) .Differentiating training and development.
- g) .What is slack? Explain about it.
- h) . What is cost slope?
- i) .Goals vs. objectives.
- j) .Generic strategic alternatives.

Section-B

5x10=50

2. Explain various principles of management.

Or

3. Explain different need levels in mallow's motivation theory.

4. Explain objectives of purchasing function. How do you organize the purchasing department?

Or

5. Explain

- a)Functions of marketing.

b)Importance of marketing mix.

6. What are the challenges faced by HR manager in the organization.

OR

7 .What is job evaluation? Explain various methods of job evaluation.

8. Write about different time estimates.

Or

9. Write about different types of floats.

10. Explain about strategy variations.

Or

11. Explain different elements of corporate planning process

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Model Paper -3

Section-A

**Answer all the questions**

25 marks

1.
  - a) Management vs. administration.
  - b) Theory-x vs. theory-y
  - c) Selling vs. marketing.
  - d) Significance of ABC analysis.
  - e) Layoff vs. dismiss
  - f) Differentiate wages and salaries.
  - g) Activity vs event.
  - h) Explain about Gantt chart.
  - i) Explain role of SBUs.
  - j) Explain importance of programmes in strategic management.

Section-B

5x10=50

2. Explain various social responsibilities of an organization.  
Or
3. Explain various principles of organizing.
4. Explain various elements of promotion mix.  
Or
5. Discuss about various types of plant layouts with its merits and demerits.
6. Define merit rating. Explain methods of merit rating.



Or

7. Define training. Explain various on-the job and off-the job training methods.

8. Draw a network for following data.

Activity	preceding activity
A	-----
B	-----
C	A
D	A
E	B
F	C,D
G	D
H	D,E
I	F,G,H

Or

9. Explain significance of CPM.

10. Explain SWOT analysis.

Or

11. What is significance of strategic alliances.

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Model Paper -4

Section-A

**Answer all the questions**

25 marks

1.
  - a. Line organization vs. line and staff organization.
  - b. Staffing vs. Organizing.
  - c. Elements of promotion mix.
  - d. Write a short note about JIT (Just in Time).
  - e. Recruitment vs. selection.
  - f. Write a short note about succession strategy.
  - g. Vision vs. mission.
  - h. Goals vs. objectives.
  - i).Discuss about various factors in the macro environment.
  - j). Explain about diversification growth with examples.

Section-B

5x10=50

2. Explain about different types of organic structures with suitable examples.

Or

3. What is departmentation? Explain about different criteria for departmentation.
4. Explain significance of

a) Control charts

b) Accepting sampling.

Or

5. What are the various records in stores management?

6. What is compensation management?

Explain about a) monetary benefits.

b) Non-monetary benefits.

Or

7. Explain about role of job analysis.

8.

Activity	Normal		Crash	
	Days	cost	Days	Cost
1-2	3	500	2	1000
1-3	2	750	1	1500
1-4	6	1400	4	2600
2-4	5	1000	3	1800
2-5	7	1150	6	1450
3-4	2	800	2	800
4-5	4	1000	2	2400

Show the calculations of total cost at every stage of crashing.

Or

9. Explain various steps involved in finding probability that the project can be completed in the given scheduled time.

10. What are the different strategies to improve sales?

Or

11. Explain the significance of strategic management in the competitive environment.

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**Management Science**

**Time: 3 Hours**

**Max. Marks: 75**

Model Paper -5

Section-A

**Answer all the questions**

25 marks

1.
  - a) Write about matrix organization.
  - b) Explain about team structure.
  - c) Explain about BPR.
  - d) What is importance of SQC?
  - e) Training vs. development.
  - f) Write about Job description.
  - g) Explain different rules for network drawing.
  - h) Write about different time estimates.
  - i) Bench marking.
  - j) Write about micro environment.

Section-B

5x10=50

2. What are the various modern approaches to organization structures?

Or

3. What is the significance of organization structures in the business?

4. Explain different strategies to be followed in the different stages of PLC (product life cycle).

Or

5. Explain differences between control charts for variables and control charts for attributes.

6. Why HRM has such a significant role in present scenario.

Or

7. Explain different steps in selection process.

8.

Activity	Least time(days)	Greatest time(days)	Most likely time(days)
1-2	3	15	6
1-3	2	14	5
1-4	6	30	12
2-5	2	8	5
2-6	5	17	11
3-6	3	15	6
4-7	3	27	9
5-7	1	7	4
6-7	2	8	5

a) Draw net work.

b) What is the probability that the project will be completed in 27 days.

Or

9. Calculate total float, free float and independent float for the project whose activities are given below.

Activity	1-2	1-3	1-5	2-3	2-4	3-4	3-5	3-6	4-6	5-6
Duration(in weeks)	8	7	12	4	10	3	5	10	7	4

10. Write about balanced score card.

Or

11. Explain the concept of Value Chain analysis.