IV B.Tech II Semester Regular/Supplementary Examinations,May 2010
E-COMMERCE
Computer Science And Engineering

Time: 3 hours　　　　　　　　　　　　　　　　　Max Marks: 80

Answer any FIVE Questions
All Questions carry equal marks
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1. What is internal commerce? Discuss the forces driving internal commerce.　　[16]

2. What are the components of a business model? Explain each of them.　　[16]

3. Define data mining and describe its use in market research.　　[16]

4. Explain how indirect connection EDI through VAN operates with the help of a diagram.　　[16]

5. Explain the objective of interactive catalogues. Explain the process of designing catalogues.　　[16]

6. Explain the economics that are associated with desktop video conferencing　　[16]

7. List out some of the security requirements for safe e-payments and explain them.　　[16]

8. How does e-commerce benefit a company and how by e-commerce a company can serve its customer better?　　[16]

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