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. Define e-commerce. What are its functions? Mention its significance.　　[16]

2. What are the challenges and problems that are encountered in information search?
　　[16]

3. How does EDI work on Internet? What are the roadblocks?　　[16]

4. How the knowledge of e-commerce will be useful for graphic design and multimedia development?　　[16]

5. Describe the phases and activities involved in mercantile model from the consumer's perspective.　　[16]

6. What are the two types of market research? How are they different from each other?　　[16]

7. Compare and contrast real and virtual organisational structures.　　[16]

8. Discuss the issues involved in international and cross border electronic payment systems.　　[16]

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