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. Explain the probabilistic information retrieval models.   [16]

2. State the origin and growth of e-commerce? Also explain different types of e-commerce.   [16]

3. How do you understand and relate concepts in Internet marketing, software programming and hard ware trading?   [16]

4. What are the various forms of advertisements you come across in web? Explain about them briefly?   [16]

5. Explain the recent trends in supply chain management and collaborative commerce in the context of advanced information technology.   [16]

6. Explain the information flow between organisations without EDI.   [16]

7. Discuss the various available strategies of Internet advertisement   [16]

8. What are the problems a company might encounter if it needs to conduct international transactions using electronic cash?   [16]

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