Code :R5321203

R5

III B.Tech II Semester(R05) Supplementary Examinations, April/May 2011
E-COMMERCE
(Information Technology)

Time: 3 hours

Max Marks: 80

Answer any FIVE questions
All questions carry equal marks
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1. State the origin and growth of e-commerce? Also explain different types of e-commerce.

2. What is catalog based shopping? State its advantages.

3. Define the concept of micro-payments giving examples and explain their uses in e-commerce.

4. Explain the costs and benefits of EDI.

5. Explain the process of constructing an intra organisational commerce in a manufacturing organization.

6. Define data mining and describe its use in market research.

7. What do you mean by electronic white and yellow pages of directory business? Discuss the overview of directory business.

8. Explain data compression in action and various inaction techniques.

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