

Code No: R5321203

R5

III B.Tech II Semester(R05) Supplementary Examinations, May 2010
E-COMMERCE
(Information Technology)

Time: 3 hours

Max Marks: 80

Answer any FIVE Questions
All Questions carry equal marks

1. What are the basics of e-commerce technology? Discuss the features of e-commerce technology. [16]
2. Describe the steps involved in a generic mercantile protocol based in the use of cash. [16]
3. What is a smart card? What are their types and uses? [16]
4. Explain the information flows in the EDI purchasing process. [16]
5. What is internal commerce? Discuss the forces driving internal commerce. [16]
6. What is the significance of online marketing? State the limitations of on-line marketing? [16]
7. Explain the objective of interactive catalogues. Explain the process of designing catalogues. [16]
8. What is desktop video conferencing? How it is effectively improving the performance of internal commerce [16]

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