



**Gokaraju Rangaraju Institute of Engineering and Technology**  
(Autonomous)

**Department of Computer Science and Engineering**

**ASSIGNMENT-II**

**Academic Year : 2023-2024**

**Semester : I**

**Name of the Program: B.Tech**

**Year: IV**

**Course/Subject: Principles of E-Commerce**

**Course Code: GR20A3050**

S.NO	ASSIGNMENT QUESTIONS
1	Explain about E-commerce Business Models.
2	Explain how grocery market space is transferred into online using E-Business model.
3	Describe about Business-to- Consumer (B2C) Business Models.
4	Illustrate the market accessibility and product reach in FMCG using B2C model.
5	Describe about Business-to-Business (B2B) Business Models
6	Explain the Business Models in emerging E-commerce areas

Mention the respective Objectives/Outcomes to all the Questions.

**Objective No: 2**

**Outcome No: 2**