GUJARAT TECHNOLOGICAL UNIVERSITY
BE SEM-V Examination-Nov/Dec.-2011

Subject code: 151602   **Date: 26/11/2011**
Subject Name: E-Commerce and E-Business   **Time: 2.30 pm -5.00 pm**
                                             Total marks: 70

Instructions:
1. **Attempt all questions.**
2. **Make suitable assumptions wherever necessary.**
3. **Figures to the right indicate full marks.**

Q.1	**(a)**	What is Electronic commerce? Enlist advantages and disadvantages of Electronic commerce.	**07**
	(b)	Enlist and explain different markup languages used to build web, in detail.	**07**
Q.2	**(a)**	Explain Ethical issues related to Electronic commerce.	**07**
	(b)	Explain Advertising supported revenue models, in detail.	**07**
		OR	
	(b)	Explain Web catalog revenue models, in detail.	**07**
Q.3	**(a)**	What is Web marketing strategy? Explain 4P's of marketing and Product based marketing strategies.	**07**
	(b)	Explain Paper based purchasing process Vs EDI purchasing process.	**07**
		OR	
Q.3	**(a)**	Explain Advertising on the web, in detail.	**07**
	(b)	Explain Basic functions of Electronic commerce software, in detail.	**07**
Q.4	**(a)**	Write short note on: Enterprise resource planning(ERP)	**07**
	(b)	Write short note on: Web services	**07**
		OR	
Q.4	**(a)**	Write short note on: Supply chain management(SCM)	**07**
	(b)	Explain different Security options for client computers.	**07**
Q.5	**(a)**	Write short note on: Stored Value Cards	**07**
	(b)	Write short note on: Electronic Wallets	**07**
		OR	
Q.5	**(a)**	Write short note on: Payment Cards	**07**
	(b)	Write short note on: Electronic Cash	**07**

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