GUJARAT TECHNOLOGICAL UNIVERSITY

GUJARAT TECHNOLOGICAL UNIVERSITY			
BE - SEMESTER-V (OLD) - EXAMINATION – SUMMER 2017			
Subject Code: 151602 Date: 01/05/201)17
Subject Name: E-Commerce & E-Business			
Time: 02:30 PM to 05:00 PM Total Mar			70
Instructions: 1. Attempt all questions.			
	1. 2.		
	3.	Figures to the right indicate full marks.	
Q.1	(a)	Define the term Enterprise Resource Planning (ERP). Explain the benefits of ERP.	07
	(b)	Describe in detail Customer Relationship Management (CRM).	07
Q.2	(a)	Discuss in detail about the Flexible Business Design.	07
-	(b)	Describe the Merits and Demerits of E-Commerce.	07
	<i>(</i> -),	OR	~ -
	(b)	Explain briefly about various Online payment methods.	07
Q.3	(a)	Write a short note on Supply Chain Management (SCM).	07
	(b)	Discuss the various functionalities of E-Commerce Software.	07
Q.3	(a)	OR Explain briefly about various Online payment methods.	07
Q.3	(a) (b)	Discuss the Taxation problem faced by governments due to E-Commerce.	07
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Q.4	(a) (b)	Discuss the Ethical issues of E-Commerce. Explain in detail Business Model and Business Processes.	07 07
	(0)	OR	07
Q.4	(a)	Explain the relation between Customer Trust, Loyalty and Satisfaction.	07
	(b)	Describe the different Advertisement methods of E-Commerce in brief.	07
Q.5	(a)	Define the term E-Commerce. Explain the different types of E-Commerce.	07
-	(b)	Define the term E-Business. Differentiate E-Business and E-Commerce.	07
		OR	
Q.5	(a)	Write a Short note on Electronic Data Interchange (EDI).	07 07
	(b)	Describe the types of Revenue Model in brief.	07
