Seat No.: _____ Enrolment No._____

GUJARAT TECHNOLOGICAL UNIVERSITY

BE - SEMESTER–V • EXAMINATION – SUMMER 2013

Subject Code: 151602 **Date: 21-05-2013**

Subject Name: E-Commerce and E-business

Time: 10.30 am - 01.00 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)**	Define e-commerce and explain the opportunities and nature of e-commerce.	**07**
	(b)	Explain the trends driving E-business.	**07**
Q.2	**(a)**	Define CRM and explain in brief managing customer life cycle.	**07**
	(b)	Discuss in detail about flexible business design.	**07**
		OR	
	(b)	Explain about customer centric business.	**07**
Q.3	**(a)**	Discuss the evolution of ERP.	**07**
	(b)	Explain the website usability for E-business	**07**
		OR	
Q.3	**(a)**	Explain the web marketing strategies.	**07**
	(b)	Explain how EDI works.	**07**
Q.4	**(a)**	Discuss the legal environment of electronic commerce.	**07**
	(b)	Explain the need of SCM.	**07**
		OR	
Q.4	**(a)**	Explain the various revenue models.	**07**
Q.4	**(b)**	Explain briefly about various online payment methods.	**07**
Q.5	**(a)**	Discuss in detail about various types of auctions.	**07**
	(b)	Discuss the various web hosting alternatives.	**07**
		OR	
Q.5	**(a)**	Discuss the various functionalities of E-commerce software.	**07**
	(b)	Explain virtual communities and web portals in detail.	**07**

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