

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY

BE - SEMESTER-V • EXAMINATION – SUMMER • 2014

Subject Code: 151602

Date: 19-06-2014

Subject Name: E-Commerce & 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) Explain electronic commerce industry framework with diagram. **07**
(b) What is SAP R/3? How it helps in business? List various modules of SAP R/3. **07**
- Q.2** (a) Explain the trends in supply chain management. **07**
(b) What is CRM? Explain different phases of CRM. **07**
- OR**
- (b) What is eCRM? Explain transaction cycle of eCRM. **07**
- Q.3** (a) Explain different modes and manner of committing cyber crime. **07**
(b) What is internet marketing? Explain different types of internet marketing. **07**
- OR**
- Q.3** (a) What is cyber theft? Explain various prevention techniques for cyber theft. **07**
(b) Explain various web promotion techniques. **07**
- Q.4** (a) Write note on: EDI. **07**
(b) What is web portal? Explain different types of web portal with suitable example. **07**
- OR**
- Q.4** (a) What is segmentation? Explain concept of segmenting B2B and B2C Markets. **07**
(b) Explain revenue model used for virtual communities. **07**
- Q.5** (a) What is credit card? Explain in detail how credit card system works. **07**
(b) Write note on: OLTP. **07**
- OR**
- Q.5** (a) Explain the Digital Firm Model. **07**
(b) Write note on: SET. **07**
