GUJARAT TECHNOLOGICAL UNIVERSITY BE - SEMESTER-VII • EXAMINATION – SUMMER • 2014

Subject Code: 173103 Date: 31-05			2014	
Ti	Subject Name: E-Commerce and E-BusinessTime: 02:30 pm - 05:00 pmTotal Marks:			
 Instructions: 1. Attempt all questions. 2. Make suitable assumptions wherever necessary. 3. Figures to the right indicate full marks. 				
Q.1	(a)	Explain Electronic payment in brief. Discuss various limitations of traditional payment instruments.	07	
	(b)	Discuss E-Commerce with its Advantages and shortcomings. List and discuss various types of E-Commerce.	07	
Q.2	(a)	Define Following: 1) Business Issues 2) Digital Cash 3) Open Model 4) Smarty Cards	07	
	(b)	Explain different types of Firewalls in brief. OR	07	
	(b)	Define Transaction Security. What is the Requirement for transaction security? Explain various types of online transaction.	07	
Q.3	(a)	Write a short note on Electronic Data Exchange. What are the benefits of Electronic Data Exchange?	07	
	(b)	Discuss the steps to Design E-Business in brief. OR	07	
Q.3	(a)	Define E-Business. Discuss the case study of operational excellence at Dell Computer.	07	
0.4	(b)	Discuss Ethical issues of Sell Side E-commerce.	07 07	
Q.4	(a) (b)	Discuss Supply Chain Execution framework with suitable example. Explain Advertising supported Revenue models, in detail. OR	07 07	
Q.4	(a) (b)	Discuss Selling Chain Management in brief. Explain Web catalog Revenue models, in detail.	07 07	
Q.5	(a) (b)	Explain different steps to build CRM Infrastructure. Define E-Procurement. Discuss the Reason behind it to be a Top Management issue.	07 07	
05	(c)	OR	07	
Q.5	(a) (b)	Explain Basic functions of Electronic commerce software, in detail. List and Discuss different types of Credit Card Payments in brief.	07 07	
