Seat No.:	Enrolment No.

## **GUJARAT TECHNOLOGICAL UNIVERSITY**

## **BE - SEMESTER-V • EXAMINATION - SUMMER • 2015**

•		ode: 151602 Date: 11/05/20	015
Time	e: 02.3 actions: 1. At	tempt all questions.  (ake suitable assumptions wherever necessary.	: 70
		gures to the right indicate full marks.	
Q.1	(a) (b)	Explain various category of E-commerce What do you mean by E-commerce? what are the advantages and disadvantages E-commerce & E-business?	07 07
Q.2	(a) (b)	What is CRM? Explain three phases of CRM Write short note on following:  (1)Segmentation using customer behavior  (2) Five stage model of customer  OR	07 07
	<b>(b)</b>	Explain 4 step of flexible e-business design	07
Q.3	(a) (b)	What is SWOT analysis Explain with example Write a short note on SCM	07 07
Q.3	(a)	OR Explain about customer centric business	07
	<b>(b)</b>	Explain Discuss the legal environment of electronic commerce	07
Q.4	(a) (b)	Explain 10 Golden Rules of E-Business What is ERP? Explain it also states its benefit OR	07 07
Q.4	(a) (b)	Define web marketing strategy Explain each type Write short note on following  (1) E -channel pattern (2) E-portal pattern	07 07
Q.5	(a) (b)	Explain revenue models for web portals and virtual communities Write short note on following (1) Payment cards (2) Electronic wallets OR	07 07
Q.5	(a) (b)	Identify different roles for auction. Also explain different types of auctions Write short note on Electronic Data Interchange	07 07

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