Seat No.:	Enrolment No.

GUJARAT TECHNOLOGICAL UNIVERSITY

BE - SEMESTER-VII • EXAMINATION - SUMMER 2015

Subject Code: 173103 Subject Name: E-Commerce and E-Business Time: 02.30PM-05.00PM Instructions: Total Mark			Date: 06/05/2015	
		: 70		
	1. 2.	Attempt all questions. Make suitable assumptions wherever necessary. Figures to the right indicate full marks.		
Q.1	(a) (b)	Define E-Commerce. List down and Explain different types of E-Commerce. Explain Internet Service Providers and Write down the difference between internet and online services.	07 07	
Q.2	(a)	What are the different types of online transactions? What are the requirements of transaction security?	07	
	(b)	List down different types of credit card payments. Explain payment using encrypted credit card in details.	07	
	(b)	OR Discuss the following terms. 1. Electronic or Digital Cash 2. Debit Cards at the point of Sale(POS)	07	
Q.3	(a) (b)	Discuss various management issues in Online Banking. Discuss the rules to design E-business in brief. OR	07 07	
Q.3	(a) (b)	Discuss home banking implementation approach. Define E-Business. Draw and Discuss the architecture of the E-Business.	07 07	
Q.4	(a) (b)	Explain Customer oriented trends which drives E-business. Write a short note on Reverse the value chain. OR	07 07	
Q.4	(a)(b)	Explain Employee Megatrends and Organizational trends with respect to E-Business. What is service Excellence, Operational Excellence and Continues innovation excellence in E-Business, explain in brief.	07 07	
Q.5	(a) (b)	Discuss Customer Relationship Management and its different phases in Details. Discuss Selling Chain Management with suitable example.	07 07	
Q.5	(a) (b)	OR Explain different steps to build CRM infrastructure. Define E-Procurement. Discuss e-Procurement chain in detail.	07 07	
