

**GUJARAT TECHNOLOGICAL UNIVERSITY****BE- V<sup>th</sup> SEMESTER-EXAMINATION – MAY/JUNE - 2012****Subject code: 151602****Date: 04/06/2012****Subject Name: E-Commerce and E-Business****Time: 02:30 pm – 05:00 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 Categories of E-Commerce. **07**  
(b) Discuss Advantages and Disadvantages of E-Commerce. **07**
- Q.2** (a) Explain Organizational trends of E-Business. **07**  
(b) Describe E-Channel pattern. **07**
- OR**
- (b) Explain two types of jurisdiction on the Internet. **07**
- Q.3** (a) Explain three phases of CRM. **07**  
(b) Describe types of Revenue Model in Brief. **07**
- OR**
- Q.3** (a) Explain benefits of ERP. **07**  
(b) Discuss Product based and Customer based Marketing Strategies. **07**
- Q.4** (a) Draw and Explain Process View of the Supply Chain. **07**  
(b) Describe Logistics Activities and Support Activities. **07**
- OR**
- Q.4** (a) Describe in brief General Consumer Auctions. **07**  
(b) Explain Auction Portals and Mega-transaction Portals. **07**
- Q.5** (a) Explain E-Service trends. **07**  
(b) What is Payment Card? Explain its Advantages and Disadvantages. **07**
- OR**
- Q.5** (a) Explain VPN and WiFi. **07**  
(b) What is Electronic Cash? Explain its Advantages and Disadvantages. **07**

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