Seat No.:	Enrolment No

GUJARAT TECHNOLOGICAL UNIVERSITY BE - SEMESTER- V • EXAMINATION - WINTER 2016

•		le: 151602 Date: 19/11/2016	
Subject Name: E-Commerce & E-Business Time: 10:30AM – 01:00PM Instructions: Total Marks:		0	
1. 2. 3.	Atte Mal	empt all questions. ke suitable assumptions wherever necessary. ares to the right indicate full marks.	
Q.1	(a) (b)	Define the term E-Commerce. Explain the different types of E-Commerce. Describe the Merits and Demerits of E-Commerce.	0' 0'
Q.2	(a) (b)	Define the term E-Business. Differentiate E-Business and E-Commerce. Discuss in detail about the Flexible Business Design. OR	0'
	(b)	Define the term Enterprise Resource Planning (ERP). Explain the benefits of ERP.	0′
Q.3	(a) (b)	Explain in detail Business Model and Business Processes. Discuss the Ethical issues of E-Commerce. OR	0' 0'
Q.3	(a) (b)	Describe in detail Customer Relationship Management (CRM). Describe the types of Revenue Model in brief.	0' 0'
Q.4	(a) (b)	Write a short note on Supply Chain Management (SCM). Discuss the Taxation problem faced by governments due to E-Commerce. OR	0′ 0′
Q.4	(a) (b)	Explain briefly about various Online payment methods. Write a Short note on Electronic Data Interchange (EDI).	0' 0'
Q.5	(a) (b)	Explain the relation between Customer Trust, Loyalty and Satisfaction. Discuss the various functionalities of E-Commerce Software. OR	0′ 0′
Q.5	(a) (b)	Identify the different roles for Auction. Also explain the different types of Auctions. Describe the different Advertisement methods of E-Commerce in brief.	0'
	(0)	Describe the different right enterior in entered of L. Commerce in orien.	U
