Enrolment No.____

GUJARAT TECHNOLOG	FICAL UNIVERSITY
BE – SEMESTER V • EXAMIN	ATION – WINTER - 2012
code: 151602	Date: 17-01-2013

Subject code: 151602

Subject Name: E-Commerce & E-Business

Time: 02:30 pm to 05:00 pm

Instructions:

Total Marks: 70

- 1. Attempt all questions.
- 2. Make suitable assumptions wherever necessary.
- 3. Figures to the right indicate full marks.
- Q.1 (a) Explain business model and business processes. What is the Opportunities- 07 nature of ecommerce?
 - (b) Describe the different internet protocols and explain internet2 and the 07 semantic web in details.
- Q.2 (a) What do you mean by e-Business? What are the different rules of e- 07 Business?
 - (b) Explain the followings: 07
 - i) Challenging traditional definitions of value
 - ii) Challenging the notion of value

OR

(b) Explain the major trends driving e-Business in details. 07

Q.3(a) Explain the customer relationship management with its architecture.07(b) Define ERP and explain benefits of ERP.07

OR

Q.3 (a) Explain the web marketing strategies with four Ps of marketing in details. 07

- (b) What are the different ways for advertising on the web? Explain with **07** advantages and disadvantages.
- Q.4 (a) Explain the revenue models with their strategy issues. How these approaches 07 can work for both business-to-consumer and business-to-business e-commerce?
 - (b) Explain the followings:
 - i) Electronic wallets
 - ii) Stored value cards

OR

- Q.4 (a) Explain the ethical issues regarding the E-Commerce. 07
 - (b) What do you mean by payment cards? What are the advantages and **07** disadvantages of payment cards? What are the securities issues related to payment cards?

Q.5	(a)	Write a short note on: E-mail Marketing.	07
	(b)	Draw and explain the steps for typical business purchase process.	07
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OR

- Q.5 (a) Write a short note on: Electronic Data Interchange (EDI).
 - (b) What do you mean by online auction? Explain in details about the different 07 types and category of online auction.

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