Seat No.: _____ Enrolment No._____

GUJARAT TECHNOLOGICAL UNIVERSITY

BE - SEMESTER–V • EXAMINATION – WINTER 2013

Subject Code: 151602 **Date: 04-12-2013**

Subject Name: E-Commerce & E-Business

Time: 10.30 am - 01.00 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 Customer Relationship Intensity and Life-Cycle Segmentation	**07**
	(b)	Explain revenue models for web portals and virtual communities	**07**
Q.2	**(a)**	Write a short note on VAN.	**07**
	(b)	Explain Jurisdiction on the Internet	**07**
		OR	
	(b)	Explain Purchasing and Logistic activities	**07**
Q.3	**(a)**	Explain role and functions of Supply chain Management	**07**
	(b)	Write a short note on E-Business Opportunities	**07**
		OR	
Q.3	**(a)**	Explain Payment Cards and Electronic Cash in brief	**07**
	(b)	Explain Online Crime, Terrorism and Warfare	**07**
Q.4	**(a)**	Explain Online Security issues for E-commerce	**07**
	(b)	Explain B2B E-Commerce using an example of distributer of electronic items who stocks a large number of electronic items and he distributes the same items via a large network of retailers. Assume that the distributor has stocks of electronic items and the retailer's order items when their stock in hand is low. The same distributor gives time duration of one month to retailers for payment.	**07**
		OR	
Q.4	**(a)**	Explain Strategic Business Unit Value Chains	**07**
	(b)	Explain different roles for auction. Also explain different types of auctions.	**07**
Q.5	**(a)**	Explain CRM in brief	**07**
	(b)	Define the following terms: • Shopping Cart • Demographic Segmentation • Scrip • Shared Hosting	**07**
		OR	
Q.5	**(a)**	Write a short note on ERP	**07**
	(b)	Discuss taxation problem faced by governments due to E-Commerce.	**07**

****