## **GUJARAT TECHNOLOGICAL UNIVERSITY** BE - SEMESTER-VII • EXAMINATION – WINTER 2013

DE - SEIVIESTER-VII • EAAIVIIINATION – WINTER 2015			
Subject Code: 173103 Date: 03-12-2			3
Subject Name: E-Commerce and E-Business Time: 10:30 TO 01:00 Total Marks: Instructions:			0
<ol> <li>Attempt all questions.</li> <li>Make suitable assumptions wherever necessary.</li> <li>Figures to the right indicate full marks.</li> </ol>			
Q.1	<b>(a)</b>	Discuss E-Commerce with its advantages and shortcomings. List and discuss	07
	(b)	various types of E-Commerce. Define Transaction Security. What is the requirement for transaction security? Explain various types of online transaction.	07
Q.2	(a)	Explain Electronic payment in brief. Discuss various limitations of traditional payment instruments.	07
	(b)		07
	(b)	Compare and contrast following: 1. Open versus Closed Architecture 2. Innovation versus Control	07
Q.3	(a)	Why Customer Relationship Management (CRM) is required? What are the organizational challenges in implementing CRM ?	07
	<b>(b</b> )	Discuss various management issues in Online Banking. OR	07
Q.3	(a)	What is the changing technology behind Internet Access Provider? Discuss management problems faced by Internet Service Provider.	07
	(b)	<ul><li>Write a short note on following:</li><li>1. Digital Cash</li><li>2. Secure Electronic Transactions (SET)</li></ul>	07
Q.4	(a)	Describe the functional requirement for online selling and explain specialized	07
	<b>(b)</b>	services and servers used to perform these functions. Explain Following in brief: 1. Business Model 2. Revenue Model OR	07
Q.4	(a)	Write a short note on Electronic Data Exchange. What are the benefits of Electronic Data Exchange?	07
	<b>(b)</b>	List and explain various types of Firewalls in brief.	07
Q.5	(a)	Draw and Discuss the architecture of the E-Business. Discuss various E-Business opportunities.	07
	(b)	Discuss Supply Chain Execution framework with suitable example. OR	07
Q.5	(a)	Write a short note on E-Procurement. Why procurement is a top management issue?	07
	<b>(b)</b>	Explain following terms in brief: 1. Electronic Wallet 2. Stored Value Cards	07

\*\*\*\*