Seat No.: Enrolment No.

GUJARAT TECHNOLOGICAL UNIVERSITY

BE - SEMESTER-V • EXAMINATION - WINTER • 2014

	•	Code: 151602 Date: 03-12-2014	
Subject Name: E-Commerce and E-Business			
	me: 1 tructio	0.30 am - 01.00 pm Total Marks: 70	
IIIS		Attempt all questions. Make suitable assumptions wherever necessary.	
Q.1	(a) (b)	Explain e-Business Application Architecture. Explain Contracting and Contract Enforcement in E-commerce over the web.	07 07
Q.2	(a) (b)	Explain revenue strategy issues in brief. Discuss taxation problem faced by governments due to E-Commerce. OR	07 07
	(b)	Discuss Ethical issues of sell side e-commerce.	07
Q.3	(a) (b)	Explain E-business model based on the relationship of transaction parties. Explain Organization Trends which drives e-business. OR	07 07
Q.3	(a) (b)	Explain E-business model based on the relationship of transaction types. Explain e-service Trends which drives e-business.	07 07
Q.4	(a) (b)	Explain e-market maker Business Models in brief. Describe what integration requirements of the next generation CRM infrastructure are.	07 07
0.4	(a)	OR Evaloin the Click and Prick Dettern	07
Q.4	(a) (b)	Explain the Click-and-Brick Pattern. How to build a CRM infrastructure?	07
Q.5	(a) (b)	Explain Web Marketing. Define Payment cards, Electronics cash, Electronics wallets, stored value cards. OR	07 07
Q.5	(a) (b)	Explain online auctions in detail. Explain advance and basic functions of e-commerce software.	07 07
