Seat No.:	Enrolment No.

GUJARAT TECHNOLOGICAL UNIVERSITY

BE - SEMESTER-VII • EXAMINATION - WINTER • 2014

Su	bject	Code: 173103 Date: 29-11-201	4
Subject Name: E-Commerce and E-Business Time: 10:30 am - 01:00 pm Instructions: Total Marl		s: 70	
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Q.1	(a) (b)	Define E-Commerce and explain its Framework. Explain Internet topology and state the difference between commercial and consumer market segments.	07 07
Q.2	(a) (b)	Describe different types of firewalls. Discuss the following terms: 1. Electronic Checks 2. Smart Cards	07 07
	(b)	OR Discuss the following terms: 1. Problems with traditional payment methods 2. Micropayments and Electronic Tokens	07
Q.3	(a) (b)	Explain banking via the PC using dial-up software. Explain End-to-End Value stream. OR	07 07
Q.3	(a) (b)	Explain banking via online services. Explain Enterprise Resource Planning (ERP).	07 07
Q.4	(a)(b)	Define Customer Relationship Management (CRM) and Explain the phases of CRM in detail. Explain business intelligence, knowledge management and decision support system.	07 07
		OR	
Q.4	(a) (b)	Explain next generation CRM trends. List down e-Business design steps and explain self diagnosis.	07 07
Q.5	(a) (b)	Explain organizational trends with respect to e-Business. Define and explain continuous innovations with help of Cisco case study. OR	07 07
Q.5	(a) (b)	Explain e-Service trends with respect to e-Business. Define and explain operational excellence with help of Dell case study.	07 07
