Seat N	lo.: _	Enrolment No GUJARAT TECHNOLOGICAL UNIVERSIT		
M.E –II st SEMESTER–EXAMINATION – JULY- 2012 Subject code: 1722303 Date: 10/07/2012 Subject Name: Electronics and Mobile Commerce Technology				
Instr	ucti	ons:		
2.	Mal	empt all questions. ke suitable assumptions wherever necessary. ures to the right indicate full marks.		
Q.1	(a) (b)	Discuss value chain in E-commerce with proper example. Discuss e-cycle of internet.	07 07	
Q.2		Distinguish between the following. a. Search engine and Internet service provider(ISP) b. HTTP and URL c. Web client and web server d. SEO and metatags	07	
	(b)	Discuss IP addresses in detail. OR	07	
	(b)	Discuss hardwar,software, security and set-op considerations in ecommerce infrastructure.	- 07	
Q.3	(a)	Discuss applications of intranet.	07	
	(b)	Discuss SMART-CARDS in detail.	07	
0.3	(a)	OR Discuss in detail types of service providers	07	
Q.3	(a) (b)	Discuss in detail types of service providers. Discuss in detail HTTP application of visa card.	07 07	
	(6)	Discuss in detail III II application of visu card.	0,	
Q.4	(a)	Discuss 2G digital cellular technology.	07	
	(b)	Discuss forms of biometric security.	07	
Q.4	(a)	OR Discuss Bluetooth in detail.	07	
Q.4	(b)	Discuss legal disputes in B2C.	07	

OR

(a) Discuss web testing tools in detail.(b) Discuss EDI in detail.

(a) Discuss key functions of portal.(b) Discuss issues in designing the user friendly site.

Q.5

Q.5

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