

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY

BE - SEMESTER-V- EXAMINATION – SUMMER 2016

Subject Code: 151602

Date: 09/05/2016

Subject Name: E-Commerce & E-Business

Time: 02:30 PM to 05:00 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) What are the four types for consumer oriented application of E-Commerce? Discuss them briefly. **07**
(b) Distinguish between buy-side and sell-side e-commerce and give an example of the application of each. **07**
- Q.2** (a) Define EDI. Explain the layered architecture of EDI. **07**
(b) What are the key characteristics of an e-business strategy model? **07**
- OR**
- (b) Explain Web Catalog Revenue Models. **07**
- Q.3** (a) Define SCM. How does it relate to logistics, the value chain concept and value networks? **07**
(b) Define ERP and explain evolution of ERP. **07**
- OR**
- Q.3** (a) Difference between B2C and B2B buyer behavior. **07**
(b) Describe E-channel and E-portal pattern. **07**
- Q.4** (a) Write a short note on Value-Added Networks. **07**
(b) Define CRM and explain its Architecture. **07**
- OR**
- Q.4** (a) Describe the differences between legal and ethical issues in E-commerce. **07**
(b) Describe the types of fraud on the Internet and how to protect against them. **07**
- Q.5** (a) Define the various types of auctions and list their characteristics. **07**
(b) What is Web marketing strategy? Explain 4P's of marketing and Product based marketing strategies. **07**
- OR**
- Q.5** (a) Explain Purchasing, Logistics and Support activities. **07**
(b) Write a short note on E-mail Marketing. **07**
