

GUJARAT TECHNOLOGICAL UNIVERSITY
BE - SEMESTER–V EXAMINATION – WINTER 2015

Subject Code: 151602**Date: 08/12/2015****Subject Name: E-Commerce and E-Business****Time: 10:30am to 1:00pm****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) Define E-Commerce? Explain advantages and disadvantages of E-Commerce & E-Business? **07**
(b) What do you understand by flexible business design? Explain in detail. **07**
- Q.2** (a) Explain the evolution of ERP in brief. **07**
(b) Define CRM and SCM? Write differences between CRM and SCM. **07**

OR

- (b) Discuss e-market Maker Business Pattern in detail. **07**
- Q.3** (a) Explain the major trends driving E-Business in details. **07**
(b) Explain Revenue Strategy Issues in detail. **07**

OR

- Q.3** (a) Define EDI? Explain how EDI works. **07**
(b) Discuss Supply Chain Execution. **07**
- Q.4** (a) Discuss Ethical and Tax issues of sell side E-Commerce. **07**
(b) Write short note on: **07**
(i) Electronic Wallets
(ii) Payment Cards

OR

- Q.4** (a) Discuss Web Portals in detail with suitable example. **07**
(b) Discuss Online auctions in detail with suitable example. **07**
- Q.5** (a) Explain basic and advanced functions of e-commerce software. **07**
(b) Explain Product based and Customer based Marketing Strategies in detail. **07**

OR

- Q.5** (a) Write short note on: Point of order and Post order customer support. **07**
(b) Write short note on: Online Crime, Terrorism and Warfare. **07**
