Seat No.:	Enrolment No.

GUJARAT TECHNOLOGICAL UNIVERSITY

BE - SEMESTER-VII EXAMINATION – WINTER 2015

Subject Name: E-Commerce & E-Business		Date: 04/12/2015 Total Marks: 70		
Q.1	(a)	Discuss E-Commerce with its advantages and shortcomings. List and various types of E-Commerce.	l discuss	07
	(b)	Define Transaction Security. What is the requirement for transaction Explain various types of online transaction.	security?	07
Q.2	(a) (b)	List and explain various types of Firewalls in brief. Define Following: 1) Secure Electronic Transactions(SET) 2) Digital Cash 3) Open Model 4) Smarty Cards		07 07
		OR		
	(b)	Compare and contrast following: 1. Flat Pricing versus Metered Pricing 2. Innovation versus Control		07
Q.3	(a)	Define Customer Relationship Management (CRM) and Explain the CRM in detail.	phases of	07
	(b)	Discuss Supply Chain Execution framework with suitable example. OR		07
Q.3	(a) (b)	Explain next generation CRM trends. Discuss Selling Chain Management in brief.		07 07
Q.4	(a) (b)	Explain banking via the PC using dial-up software. Explain Web catalog Revenue models, in detail.		07 07
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Q.4	(a) (b)	Explain Enterprise Resource Planning (ERP). Explain Advertising supported Revenue models, in detail.		07 07
Q.5	(a) (b)	List and Discuss different types of Credit Card Payments in brief. Define and explain operational excellence with help of Dell case studies. OR	dy.	07 07
Q.5	(a) (b)	Define and explain continuous innovations with help of Cisco case s Discuss Ethical issues of Sell Side E-commerce.	tudy.	07 07
