

GUJARAT TECHNOLOGICAL UNIVERSITY**B. E. Sem. - V - Examination – June- 2011****Subject code: 151602****Subject Name: E-Commerce & E-Business****Date: 24/06/2011****Time: 10:30 am – 01:00 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)** Define E-commerce and explain the different types of E-commerce. **07**
- (b)** Discuss the various revenue models for selling over the web. **07**
- Q.2 (a)** Write a short note on 'EDI'. **07**
- (b)** Describe the E-Business. **07**
- OR**
- (b)** What is VAN? What services do VANs provide? What are the advantages and disadvantages of VAN? **07**
- Q.3 (a)** What types of electronic payment systems are required in E-Commerce? Why are there different types of payment systems? Explain the necessary characteristics of each type of payment system and give an example each of where it is used. **07**
- (b)** Define CRM and explain its architecture. **07**
- OR**
- Q.3 (a)** Write a short note on ERP. **07**
- (b)** Discuss various internet business models for E-commerce. **07**
- Q.4 (a)** Explain Contracting and Contract Enforcement in E-commerce over the web. **07**
- (b)** Explain B2B E-Commerce using an example of a book distributor who stocks a large number of books, which he distributes via a large network of book sellers. Assume that the distributor has stocks of books of a large number of publishers and book sellers' order books as and when their stock is low. Distributors give 1 month's time to booksellers for payment. **07**
- OR**
- Q.4 (a)** Explain revenue models for web portals and virtual communities. **07**
- (b)** Define market segment and explain communication between different market segments. **07**
- Q.5 (a)** Explain the characteristics of e-Market makers. **07**
- (b)** Explain purchasing and logistic activities. **07**
- OR**
- Q.5 (a)** Write a short note on SCM. **07**
- (b)** Define the following terms: **07**
- Digital watermark
 - E-procurement
 - Tort
 - Cyber squatting
