

**GUJARAT TECHNOLOGICAL UNIVERSITY****BE - SEMESTER-V • EXAMINATION – SUMMER 2013****Subject Code: 151602****Date: 21-05-2013****Subject Name: E-Commerce and E-business****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 opportunities and nature of e-commerce. **07**  
 (b) Explain the trends driving E-business. **07**
- Q.2** (a) Define CRM and explain in brief managing customer life cycle. **07**  
 (b) Discuss in detail about flexible business design. **07**
- OR**
- (b) Explain about customer centric business. **07**
- Q.3** (a) Discuss the evolution of ERP. **07**  
 (b) Explain the website usability for E-business **07**
- OR**
- Q.3** (a) Explain the web marketing strategies. **07**  
 (b) Explain how EDI works. **07**
- Q.4** (a) Discuss the legal environment of electronic commerce. **07**  
 (b) Explain the need of SCM. **07**
- OR**
- Q.4** (a) Explain the various revenue models. **07**  
**Q.4** (b) Explain briefly about various online payment methods. **07**
- Q.5** (a) Discuss in detail about various types of auctions. **07**  
 (b) Discuss the various web hosting alternatives. **07**
- OR**
- Q.5** (a) Discuss the various functionalities of E-commerce software. **07**  
 (b) Explain virtual communities and web portals in detail. **07**

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