

**GUJARAT TECHNOLOGICAL UNIVERSITY****BE – SEMESTER V • EXAMINATION – WINTER - 2012****Subject code: 151602****Date: 17-01-2013****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) Explain business model and business processes. What is the Opportunities- 07  
nature of ecommerce?
- (b) Describe the different internet protocols and explain internet2 and the 07  
semantic web in details.
- Q.2** (a) What do you mean by e-Business? What are the different rules of e- 07  
Business?
- (b) Explain the followings: 07
- i) Challenging traditional definitions of value
  - ii) Challenging the notion of value
- OR**
- (b) Explain the major trends driving e-Business in details. 07
- Q.3** (a) Explain the customer relationship management with its architecture. 07
- (b) Define ERP and explain benefits of ERP. 07
- OR**
- Q.3** (a) Explain the web marketing strategies with four Ps of marketing in details. 07
- (b) What are the different ways for advertising on the web? Explain with 07  
advantages and disadvantages.
- Q.4** (a) Explain the revenue models with their strategy issues. How these approaches 07  
can work for both business-to-consumer and business-to-business  
e-commerce?
- (b) Explain the followings: 07
- i) Electronic wallets
  - ii) Stored value cards
- OR**
- Q.4** (a) Explain the ethical issues regarding the E-Commerce. 07
- (b) What do you mean by payment cards? What are the advantages and 07  
disadvantages of payment cards? What are the securities issues related to  
payment cards?
- Q.5** (a) Write a short note on: E-mail Marketing. 07
- (b) Draw and explain the steps for typical business purchase process. 07
- OR**
- Q.5** (a) Write a short note on: Electronic Data Interchange (EDI). 07
- (b) What do you mean by online auction? Explain in details about the different 07  
types and category of online auction.

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