

Seat No.: _____

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA – SEMESTER 3 – EXAMINATION – WINTER 2018**Subject Code: 3539283****Date: 06/12/2018****Subject Name: E-Commerce****Time: 10:30 AM To 01:30 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** Definitions / terms / explanations / short questions based on concepts of theory/practical **14**
- (a) E-Business
 - (b) ERP
 - (c) Social E-Commerce
 - (d) E-tailer
 - (e) Worm
 - (f) Encryption
 - (g) Firewall
- Q.2** (a) Define E-commerce. Identify and describe unique features of e-commerce technology and discuss their business significance. **07**
- (b) Explain the major types of E-commerce in detail. **07**
- OR**
- (b) Differentiate between E-business and E-commerce. Explain the growth of E-commerce in India. **07**
- Q.3** (a) What is an E-commerce business model ? Which are the eight key elements of e-commerce business model ? **07**
- (b) . What is good E-commerce Security ? Explain dimensions of E-commerce Security. **07**
- OR**
- Q.3** (a) Explain major E-commerce Payment systems in detail. **07**
- (b) Define E-commerce enablers. What types of firms are considered to be e-commerce enablers ? **07**
- Q.4** (a) What is E-SCM ? Explain the components of E-Supply Chain in detail. **07**
- (b) What are the key security threats in the E-commerce Environment? Explain each with relevant examples **07**
- OR**
- Q.4** (a) What is E-CRM ? Explain benefits of E-CRM ? **07**

- (b) Describe how technology helps secure internet communications channels and protect networks, servers, and clients. **07**

Q.5

Case Study : -

Banks today are aware of both the threat and the opportunity that the Web represents. But even a detailed and thoughtful approach to the Web does not guarantee business success. The main purpose behind the launching of online banking services is to provide the customers with an alternative, more responsive and with less expensive options. With options just a click away, customers have more control than ever. They expect real-time answers and superior usability. They also want personal attention and highly customized products and services. The focus of e-business must always be on the customer.

XYZ Bank a strong financial brand with more than 200 million customers, 8 million online relationships and a global reach. It has been perceived, as the edge of innovative leveraging its global expertise, it introduced e-business solutions like:

- i) 24 hour phone banking service
- ii) Automated Teller machines

- (a) Explain the business model of XYZ Bank. **07**
- (b) What are the objectives of launching XYZ Bank Online? **07**

OR

- Q.5** (a) What can you conclude from the case study? **07**
- (b) What other e-business solutions do you think should be introduced by XYZ Bank? **07**
Why?
