

**GUJARAT TECHNOLOGICAL UNIVERSITY**

**BE - SEMESTER-V (OLD) EXAMINATION – WINTER 2018**

**Subject Code:151602**

**Date: 16/11/2018**

**Subject Name: E-Commerce & E-Business**

**Time: 10:30 AM TO 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) Discuss Advantages and Disadvantages of E-Commerce. **07**  
(b) Explain 10 Golden Rules of E-Business. **07**
- Q.2** (a) What is web portal? Explain different types of web portal with suitable example. **07**  
(b) Identify different roles for auction. Also explain different types of auctions. **07**
- OR**
- (b) Write a short note on Supply Chain Management (SCM). **07**
- Q.3** (a) Explain e-service Trends which drives e-business. **07**  
(b) Discuss the Ethical issues of E-Commerce. **07**
- OR**
- Q.3** (a) What is CRM? Explain different phases of CRM. **07**  
(b) Explain Web Marketing. **07**
- Q.4** (a) Explain E-Business application architecture. **07**  
(b) Discuss Product based and Customer based Marketing Strategies. **07**
- OR**
- Q.4** (a) Write a short note on Electronic Data Interchange (EDI). **07**  
(b) Describe the different internet protocols and explain internet2 and the semantic web in details. **07**
- Q.5** (a) What is Electronic Cash? Explain its Advantages and Disadvantages. **07**  
(b) What is ERP? Explain it also states its benefit. **07**
- OR**
- Q.5** (a) Explain the followings: **07**  
i) Electronic wallets  
ii) Stored value cards  
(b) Explain advance and basic functions of e-commerce software. **07**

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