

GUJARAT TECHNOLOGICAL UNIVERSITY**B.E. Sem-Vth Examination December 2010****Subject code: 151602****Subject Name: E-Commerce and E-Business****Date: 16 /12 /2010****Time: 03.00 pm - 05.30 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** (a) Explain Customer oriented trends which drives E-business. **07**
(b) Discuss Ethical issues of sell side e-commerce. **07**
- Q.2** (a) Explain Business model for E-Commerce. **07**
(b) Write short note on E-business Opportunities. **07**
- OR**
- (b) Explain E-Portal pattern. **07**
- Q.3** (a) Discuss Core CRM Process Competencies in brief. **07**
(b) What questions must be answered while creating innovative E-business design. **07**
- OR**
- Q.3** (a) Explain Evolution of ERP. **07**
(b) Discuss taxation problem faced by governments due to E-Commerce. **07**
- Q.4** (a) Explain Supply Chain Execution. **07**
(b) Give three examples of how websites can provide techniques to protect the user's privacy. **07**
- OR**
- Q.4** (a) Describe methods of generating income for an organization. **07**
(b) Explain Portal and its different types. **07**
- Q.5** (a) Identify different roles for auction. Also explain different types of auctions. **07**
(b) Write short note on Electronic Data Interchange. **07**
- OR**
- Q.5** (a) Discuss different Advertisement methods of E-Commerce in brief. **07**
(b) Explain Electronic Wallet and Stored Value Cards in brief. **07**
