

GUJARAT TECHNOLOGICAL UNIVERSITY**BE - SEMESTER-VII • EXAMINATION – SUMMER • 2014****Subject Code: 173103****Date: 31-05-2014****Subject Name: E-Commerce and E-Business****Time: 02:30 pm - 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 Electronic payment in brief. Discuss various limitations of traditional payment instruments. **07**
- (b)** Discuss E-Commerce with its Advantages and shortcomings. List and discuss various types of E-Commerce. **07**
- Q.2 (a)** Define Following: **07**
- 1) Business Issues
 - 2) Digital Cash
 - 3) Open Model
 - 4) Smarty Cards
- (b)** Explain different types of Firewalls in brief. **07**
- OR**
- (b)** Define Transaction Security. What is the Requirement for transaction security? Explain various types of online transaction. **07**
- Q.3 (a)** Write a short note on Electronic Data Exchange. What are the benefits of Electronic Data Exchange? **07**
- (b)** Discuss the steps to Design E-Business in brief. **07**
- OR**
- Q.3 (a)** Define E-Business. Discuss the case study of operational excellence at Dell Computer. **07**
- (b)** Discuss Ethical issues of Sell Side E-commerce. **07**
- Q.4 (a)** Discuss Supply Chain Execution framework with suitable example. **07**
- (b)** Explain Advertising supported Revenue models, in detail. **07**
- OR**
- Q.4 (a)** Discuss Selling Chain Management in brief. **07**
- (b)** Explain Web catalog Revenue models, in detail. **07**
- Q.5 (a)** Explain different steps to build CRM Infrastructure. **07**
- (b)** Define E-Procurement. Discuss the Reason behind it to be a Top Management issue. **07**
- OR**
- Q.5 (a)** Explain Basic functions of Electronic commerce software, in detail. **07**
- (b)** List and Discuss different types of Credit Card Payments in brief. **07**
