

GUJARAT TECHNOLOGICAL UNIVERSITY**BE - SEMESTER-VII • EXAMINATION – WINTER 2013****Subject Code: 173103****Date: 03-12-2013****Subject Name: E-Commerce and E-Business****Time: 10:30 TO 01:00****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 E-Commerce with its advantages and shortcomings. List and discuss various types of E-Commerce. **07**
- (b) Define Transaction Security. What is the requirement for transaction security? Explain various types of online transaction. **07**
- Q.2** (a) Explain Electronic payment in brief. Discuss various limitations of traditional payment instruments. **07**
- (b) Compare and contrast following: **07**
1. Flat Pricing versus Metered Pricing
 2. Controlled Content versus Uncontrolled Content
- OR**
- (b) Compare and contrast following: **07**
1. Open versus Closed Architecture
 2. Innovation versus Control
- Q.3** (a) Why Customer Relationship Management (CRM) is required? What are the organizational challenges in implementing CRM ? **07**
- (b) Discuss various management issues in Online Banking. **07**
- OR**
- Q.3** (a) What is the changing technology behind Internet Access Provider? Discuss management problems faced by Internet Service Provider. **07**
- (b) Write a short note on following: **07**
1. Digital Cash
 2. Secure Electronic Transactions (SET)
- Q.4** (a) Describe the functional requirement for online selling and explain specialized services and servers used to perform these functions. **07**
- (b) Explain Following in brief: 1. Business Model 2. Revenue Model **07**
- OR**
- Q.4** (a) Write a short note on Electronic Data Exchange. What are the benefits of Electronic Data Exchange? **07**
- (b) List and explain various types of Firewalls in brief. **07**
- Q.5** (a) Draw and Discuss the architecture of the E-Business. Discuss various E-Business opportunities. **07**
- (b) Discuss Supply Chain Execution framework with suitable example. **07**
- OR**
- Q.5** (a) Write a short note on E-Procurement. Why procurement is a top management issue? **07**
- (b) Explain following terms in brief: 1. Electronic Wallet 2. Stored Value Cards **07**
