

GUJARAT TECHNOLOGICAL UNIVERSITY**BE - SEMESTER-V • EXAMINATION – WINTER • 2014****Subject Code: 151602****Date: 03-12-2014****Subject Name: E-Commerce and E-Business****Time: 10.30 am - 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) Explain e-Business Application Architecture. **07**
(b) Explain Contracting and Contract Enforcement in E-commerce over the web. **07**
- Q.2** (a) Explain revenue strategy issues in brief. **07**
(b) Discuss taxation problem faced by governments due to E-Commerce. **07**
- OR**
- (b) Discuss Ethical issues of sell side e-commerce. **07**
- Q.3** (a) Explain E-business model based on the relationship of transaction parties. **07**
(b) Explain Organization Trends which drives e-business. **07**
- OR**
- Q.3** (a) Explain E-business model based on the relationship of transaction types. **07**
(b) Explain e-service Trends which drives e-business. **07**
- Q.4** (a) Explain e-market maker Business Models in brief. **07**
(b) Describe what integration requirements of the next generation CRM infrastructure are. **07**
- OR**
- Q.4** (a) Explain the Click-and-Brick Pattern. **07**
(b) How to build a CRM infrastructure? **07**
- Q.5** (a) Explain Web Marketing. **07**
(b) Define Payment cards, Electronics cash, Electronics wallets, stored value cards. **07**
- OR**
- Q.5** (a) Explain online auctions in detail. **07**
(b) Explain advance and basic functions of e-commerce software. **07**
