

GUJARAT TECHNOLOGICAL UNIVERSITY**BE - SEMESTER-VII • EXAMINATION – WINTER • 2014****Subject Code: 173103****Date: 29-11-2014****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)** Define E-Commerce and explain its Framework. **07**
(b) Explain Internet topology and state the difference between commercial and consumer market segments. **07**
- Q.2 (a)** Describe different types of firewalls. **07**
(b) Discuss the following terms: **07**
 1. Electronic Checks
 2. Smart Cards
- OR**
- (b)** Discuss the following terms: **07**
 1. Problems with traditional payment methods
 2. Micropayments and Electronic Tokens
- Q.3 (a)** Explain banking via the PC using dial-up software. **07**
(b) Explain End-to-End Value stream. **07**
- OR**
- Q.3 (a)** Explain banking via online services. **07**
(b) Explain Enterprise Resource Planning (ERP). **07**
- Q.4 (a)** Define Customer Relationship Management (CRM) and Explain the phases of CRM in detail. **07**
(b) Explain business intelligence, knowledge management and decision support system. **07**
- OR**
- Q.4 (a)** Explain next generation CRM trends. **07**
(b) List down e-Business design steps and explain self diagnosis. **07**
- Q.5 (a)** Explain organizational trends with respect to e-Business. **07**
(b) Define and explain continuous innovations with help of Cisco case study. **07**
- OR**
- Q.5 (a)** Explain e-Service trends with respect to e-Business. **07**
(b) Define and explain operational excellence with help of Dell case study. **07**
