

GUJARAT TECHNOLOGICAL UNIVERSITY**BE SEM-VII Examination-Nov/Dec.-2011****Subject code: 173103****Date: 29/11/2011****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) Discuss Different Types of E-Commerce. **07**
(b) Discuss Internet Service Providers and Clarify Internet Terminology with Diagram. **07**

- Q.2** (a) Compare Following in brief: **07**
1. Controlled Content versus Uncontrolled Content
2. Flat Pricing versus Metered Pricing

- (b) Explain different types of Firewalls in brief. **07**

OR

- (b) Discuss Transaction Security. What are the requirements for Transaction Security? **07**

- Q.3** (a) Define Following: **07**
1. Digital Cash
2. Business Issues
3. Risk Management
4. Closed Model
(b) List and Discuss different types of Credit Card Payments in brief. **07**

OR

- Q.3** (a) Define Following: **07**
1. Open Model
2. Cost Reduction
3. Electronic Checks
4. Smarty Cards

- (b) Discuss Management Issues in Online Banking. **07**

- Q.4** (a) Define E-Business. Discuss the case study of operational excellence at Dell Computer. **07**
(b) Explain Supply Chain Management in brief. **07**

OR

- Q.4** (a) Discuss the steps to design E-Business in brief. **07**
(b) Discuss Selling Chain Management in brief. **07**

- Q.5** (a) Discuss Customer Relationship Management and its different phases in details. **07**
(b) Why Application Integration is important in E-Business Architecture? **07**

OR

- 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**
