

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY

M.E –IIst SEMESTER–EXAMINATION – JULY- 2012

Subject code: 1722303

Date: 10/07/2012

Subject Name: Electronics and Mobile Commerce Technology

Time: 10:30 am – 13:00 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 value chain in E-commerce with proper example. **07**
(b) Discuss e-cycle of internet. **07**
- Q.2 (a)** Distinguish between the following. **07**
a. Search engine and Internet service provider(ISP)
b. HTTP and URL
c. Web client and web server
d. SEO and metatags
(b) Discuss IP addresses in detail. **07**
- OR**
- (b)** Discuss hardware, software, security and set-up considerations in e-commerce infrastructure. **07**
- Q.3 (a)** Discuss applications of intranet. **07**
(b) Discuss SMART-CARDS in detail. **07**
- OR**
- Q.3 (a)** Discuss in detail types of service providers. **07**
(b) Discuss in detail HTTP application of visa card. **07**
- Q.4 (a)** Discuss 2G digital cellular technology. **07**
(b) Discuss forms of biometric security. **07**
- OR**
- Q.4 (a)** Discuss Bluetooth in detail. **07**
Q.4 (b) Discuss legal disputes in B2C. **07**
- Q.5 (a)** Discuss web testing tools in detail. **07**
(b) Discuss EDI in detail. **07**
- OR**
- Q.5 (a)** Discuss key functions of portal. **07**
(b) Discuss issues in designing the user friendly site. **07**
