C.U.SHAH UNIVERSITY
Winter Examination-2015

Subject Name: E-Commerce Technology

Subject Code: 4TE04ECT1   **Branch:** Computer Engineering /Information Technology

Semester: 4th **Date:** _19/11/2015_____   **Time: 2:30 TO 5:30**   **Marks:** 70

Instructions:
(1) Use of Programmable calculator & any other electronic instrument is prohibited.
(2) Instructions written on main answer book are strictly to be obeyed.
(3) Draw neat diagrams and figures (if necessary) at right places.
(4) Assume suitable data if needed.

Q-1   **Attempt the following questions:**   **(14)**

   a) What is the process in which a buyer posts its interest in buying a certain quantity of items, and sellers compete for the business by submitting successively lower bids until there is only one seller left?
   a) B2B market place
   b) Intranet
   c) Reverse auction
   d) Internet

   b) What is term used when the government employs technology to deal with citizens, businesses, and other government agencies?
   a) G2BC
   b) web
   c) consumer
   d) E-governance

   c) What is an arrangement made between e-commerce sites that direct users from one site to another?
   a) Spam
   b) viral marketing
   c) Affiliate programs
   d) None of the Above

   d) A combination of software and information designed to provide security and information for payment is called _____.
   a) digital wallet
   b) pop up add
   c) shopping cart
   d) encryption

e) The type of auction that popular E-commerce portal E-bay employs is called
_____.
a) backward
b) reverse
c) forward
d) dual

f) The purpose of the portal is _____.
a) Provide a single point of access for multiple shopping Web sites.
b) Provide a single point of access for Web services and content.
c) Provide customizable information.
d) All of the above.

g) .... is the process of recreating a design by analyzing a final product.
a) Forward Engineering
b) Reverse Engineering
c) Backward Engineering
d) None of the above

h) The flip side of e-marketing is:
a) e-advertising.
b) e-selling.
c) e-commerce.
d) e-purchasing.

i) What is the full form of SWIFT?
a) Society for Worldwide Internet Financial Telecommunications.
b) Secret Wide Interbank Financial Telecommunications
c) Society for Worldwide Interbank Financial Telecommunications
d) None of the Above

j) The _____is the multimedia interface to resources available on the Internet.
a) Web
b) ISP
c) browser
d) URL

k) The term ISP refers to
a)   internal software protocol
b) international shareware pool
c)   Internet service provider
d) interface standard protocol
l) The most widely used Web protocol is
a)   http://
b) URL
c)   HTML
d) ISP

m) Within e-markets, marketplaces have become:
    a) Market regions.
    b) Market zones.
    c) Market spaces.
    d) Market dynamos.

n) Which of the following would not be considered to be among the major Internet Domains?
    a) B2C (business-to-consumer)
    b) B2B (business-to-business)
    c) G2C (government-to-consumer)
    d) C2C (consumer-to-consumer)

Attempt any four questions from Q-2 to Q-8

Q-2   **Attempt all questions**
a)   What is E-commerce? Explain various types of E-commerce.   **(07)**
b)   Explain the idea of nexus. Why is it an important concept in state and international taxation?   **(07)**

Q-3   **Attempt all questions**
a)   Explain advantages of E-commerce.   **(05)**
b)   Write short note on World wide web.   **(05)**
c)   Explain different ways of creating effective web presence.   **(04)**

Q-4   Explain various business models in E-commerce.   **(14)**

Q-5   **Attempt all questions**
a)   Explain different web marketing strategies.   **(07)**
b)   Explain copyright and patent with respect to the web site content issues.   **(07)**

Q-6   **Attempt all questions**
a)   What are the different ways for advertisement on web?   **(07)**
b)   Write short note: EDI   **(07)**

Q-7   **Attempt all questions**
a)   Explain different types of auctions with suitable examples.   **(07)**
b)   Explain advantages and disadvantages of Payment cards.   **(07)**

Q-8   What is CRM? Explain three phases of CRM.   **(14)**