C.U.SHAH UNIVERSITY
Summer Examination-2016

Subject Name : E-Commerce Technology

Subject Code : 4TE04ECT1　　　　　　　　　**Branch: B.Tech(CE,IT)**

Semester : 4　　　　**Date : 10/05/2016**　　　　**Time : 02:30 To 05:30**　　　**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)	Define semantic web.	01
	b)	What is E-mail marketing?	01
	c)	What is meant by E-Commerce?	02
	d)	Give the full name of ISP.	01
	e)	What do you mean by web hosting?	01
	f)	The flip side of E-marketing is called as _____.	01
	g)	Write the full form of G2C.	01
	h)	Enlist the significances of E-commerce.	02
	i)	Write the purpose of portal.	02
	j)	Give the full form of SWIFT.	01
	k)	Write the meaning of Electronic cash.	01

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

Q-2		**Attempt all questions**	**(14)**
	A	Write a note on Use of Electronic technology in banking industry.	**07**
	B	What do you mean by CRM? Briefly explain three phases of CRM.	**07**
Q-3		**Attempt all questions**	**(14)**
	A	Explain various types of E-commerce.	**07**
	B	Describe life cycle segmentation in detail.	**07**
Q-4		**Attempt all questions**	**(14)**
	A	State and explain different types of advantages of E-commerce.	**07**
	B	Write a note on EDI.	**07**

Q-5		**Attempt all questions**	**(14)**
	A	Describe the different ways of advertisement on web.	**07**
	B	What is auction? Explain different types of auctions with the help of suitable examples.	**07**

Q-6		**Attempt all questions**	**(14)**
		Discuss various business models of E-commerce.	**14**

Q-7		**Attempt all questions**	**(14)**
	A	Explain patent and copyrights of website content.	**07**
	B	Enlist and describe different ways to create effective web presence.	**07**

Q-8		**Attempt all questions**	**(14)**
	A	Explain online crime, terrorism and warfare in the environment of E-commerce.	**07**
	B	Write a note on customization and integration in E-commerce technology.	**07**