

Enrollment No: \_\_\_\_\_

Exam Seat No: \_\_\_\_\_

# 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.

---

<b>Q-1</b>	<b>Attempt the following questions:</b>	<b>(14)</b>
	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**

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



<b>Q-5</b>	<b>Attempt all questions</b>	<b>(14)</b>
<b>A</b>	Describe the different ways of advertisement on web.	<b>07</b>
<b>B</b>	What is auction? Explain different types of auctions with the help of suitable examples.	<b>07</b>
<b>Q-6</b>	<b>Attempt all questions</b>	<b>(14)</b>
	Discuss various business models of E-commerce.	<b>14</b>
<b>Q-7</b>	<b>Attempt all questions</b>	<b>(14)</b>
<b>A</b>	Explain patent and copyrights of website content.	<b>07</b>
<b>B</b>	Enlist and describe different ways to create effective web presence.	<b>07</b>
<b>Q-8</b>	<b>Attempt all questions</b>	<b>(14)</b>
<b>A</b>	Explain online crime, terrorism and warfare in the environment of E-commerce.	<b>07</b>
<b>B</b>	Write a note on customization and integration in E-commerce technology.	<b>07</b>

