

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

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

# C.U.SHAH UNIVERSITY

## Summer Examination-2017

**Subject Name: E-Commerce Technology**

**Subject Code: 4TE04ECT1**

**Branch: B.Tech (CE, IT)**

**Semester: 4**

**Date: 05/05/2017**

**Time: 02:00 To 05:00**

**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.
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- Q-1**      **Attempt the following questions:**      **(14)**
- a) An e-business that allows consumer to name their own price for products and services is following which e-business model?      1
- 1) C2B      2) B2G      3) B2B      4) C2C
- b) For carrying out B2C e-Commerce the following infrastructure is essential      1
- i) World Wide Web      ii) Corporate network  
iii) Electronic Data Interchange Standards      iv) Secure Payment Services  
1) i, ii    2) ii, iii    3) iii, iv    4) i, iv
- c) By Electronic Commerce we mean      1
- 1) Commerce of electronic goods  
2) Commerce which depends on electronics  
3) Commerce which is based on the use of internet  
4) Commerce which is based on transactions using computers connected by tele communication network
- d) Electronic Data Interchange is necessary in      1
- 1) B2C e-commerce      2) C2C e-commerce  
3) B2B e-commerce      4) Commerce using internet
- e) The concept of electronic cash is to execute payment by      1
- 1) Credit card      2) ATM Card  
3) Using Computers over network      4) Cheque
- f) The method(s) of payment for online consumers are      1
- 1) Electronic cash      2) Credit/ Debit Card  
3) Both 1 and 2      4) None of 1 and 2
- g) What is Name stealing?      1
- h) What is intellectual property right?      1
- i) How does E-commerce differs from traditional commerce?      1



