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.

b) c) d) f)	a)	Attempt the following questions: An e-business that allows consumer services is following which e-busine 1) C2B 2) B2G	to name their own price for products and ess model? 3)B2B 4)C2C	(14) 1
	b)	i) World Wide Webiii) Electronic Data Interchange State	he following infrastructure is essential ii) Corporate network ndards iv) Secure Payment Services i, iv	1
	c)	By Electronic Commerce we mean 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 neces 1) B2C e-commerce 3) B2B e-commerce	sary in 2) C2C e-commerce 4) Commerce using internet	1
	e)	The concept of electronic cash is to a 1) Credit card 3) Using Computers over network	2) ATM Card	1
	f)	The method(s) of payment for online 1) Electronic cash 3) Both 1 and 2	e consumers are 2) Credit/ Debit Card 4) None of 1 and 2	1
	g)	What is Name stealing?		1
	h)	What is intellectual property right?		1
	i)	How does E-commerce differs from	traditional commerce?	1



	j)	What is B2C model?	1
	_	What is Web hosting?	1
	1)	What is Defamation?	1
	m)	What is ISP?	1
		What is Electronic Cash?	1
Attem	pt any	four questions from Q-2 to Q-8	
Q-2		Attempt all questions	(14)
	a)	What is EDI? Where it is used mainly? Explain EDI	7
	b)	What is E-commerce? Explain types of E-commerce	7
Q-3		Attempt all questions	(14)
	a)	Explain types of auctions	7
	b)	What is business model? List and explain any three business models	7
Q-4		Attempt all questions	(14)
	a)	What is Semantic web? Explain the uses of semantic web.	7
	b)	What is CRM? Explain importance of CRM and three phases of CRM.	7
Q-5		Attempt all questions	(14)
	a)	Write short note on Online Crime, and Social Welfare Activities.	7
	b)	What is the role of software in E commerce? Explain basic functions of E-Commerce software.	7
Q-6		Attempt all questions	(14)
	a)	Explain purchasing activities in E-commerce.	7
	b)	What is supply chain management? Explain role and functions of Supply chain	7
		Management.	
Q-7		Attempt all questions	(14)
	a)	Explain types of taxes in E-commerce with example.	7
	b)	Explain Organizational trends	7
Q-8		Attempt all questions	(14)
	a)	Explain patent and copyrights of website content.	7
	b)	Discuss various revenue models	7

