Enrollment No: _____ Exam Seat No:_____

C.U.SHAH UNIVERSITY

Summer Examination-2018

Subject Name : E-Commerce Technology

Subject Code : 4TE04ECT1 **Branch: BTech (CE,IT)**

Semester : 4 **Date : 26/04/2018** **Time : 10:30 To 1:30** **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. Which of following services build a strong customer loyalty towards company and its products?
   a) Customer services b) Public relations c) Bulletin board d) Exhibitions

b. The process of taking active role in working with suppliers to improve products and processes is called?
   a) Value chain management b) Supply chain management software
   c) Supply chain management d) Porter Model

c. Four P's in Marketing Mix are:
   a) Product, price, place, promotion b) Price, person, place, problem
   c) Place, product, property, promotion d) Promotion, place, product, planning

d. Which type of add appears on a web page?
   a) Pop under ad b) Pop up ad c) Banner ad d) Discount ad

e. Which segment do eBay, Amazon.com belong?
   a) B2Bs b) B2Cs c) C2Bs d) C2Cs

f. Which form of e- marketplace brings together buyers and sellers from the same industry?
   a) Horizontal b) Vertical c) Integrated d) Inclined

g. The protocol which allows the file transfer between computers is
   a) TCP/IP b) FTP c) HTTP d) SOA

h. DNS stands for
   a) Dynamic Naming System b) Dynamic Network Services
   c) Domain Name System d) None of these

i. The source of revenue in a subscription revenue model is _____.
   a) Fees from advertisers in exchange for advertisements b) Fees for business referrals c) Fees from subscribers in exchange for access to content or services d) Fees for enabling or execution a transaction

j. Which form of emarketplace brings together buyers and sellers from the same industry?
   a) Horizontal b) Vertical c) Integrated d) Inclined

k. Which of the following is not a scripting language?
   a) XML b) Javascript c) HTML d) Postscript

l. SMTP stands for
   a) System mail transit protocol b) Simple mail transfer protocol c) Simple message transfer protocol d) Simple message transfer protocol

m. What is the legal protection afforded an expression of an idea, such as a song, video game, and some types of proprietary documents?
   a) Ethics b) Intellectual property c) Copyright d) None of these

n. Which of the following is a method of transferring money from one person's account to another?
   a) electronic check b) credit card c) e- transfer d) None of these

Attempt any Four questions from Q-2 to Q-8.

Q-2 Attempt all the questions. (14)

a) What is E-Commerce? Explain advantages and disadvantages of E-Commerce.

b) What are the revenue models? Explain any three in detail.

Q-3 Attempt all the questions. (14)

a) Explain Advertising on the web in detail.

b) Enlist types of E-Business. Explain any three with examples.

Q-4 Attempt all the questions. (14)

a) What are the different web marketing strategies?

b) Enlist and explain different markup languages used to build web, in detail.

Q-5 Attempt all the questions. (14)

a) Explain role and functions of Supply chain Management.

b) Explain internet2, semantic web and ERP in brief.

Q-6 Attempt all the questions. (14)

a) List out E commerce payment systems and explain any three in detail.

b) What are the legal and ethical issues of E-Commerce.

Q-7 **Attempt all the questions.** **(14)**

a) What are the parameters to be considered when purchasing any web hosting plan?

b) What is DNS? What are the different types of hosting accounts?

Q-8 **Attempt all the questions.** **(14)**

a) What is EDI? How can it reduce efforts of business processes?

b) Explain consumer and organizational business trends in detail.