	Enrollment No: Exam Seat No:				
	C. U. SHAH UNIVERSITY				
	Winter Examination-2018				
	Subject Name : E-Commerce				
	Subject Code: 4CS05BEC1 Branch: BCA				
	Semester: 5 Date: 03/12/2018 Time: 10:30 To 01:30 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)			
Atte	 a) What is applet? b) What is authentication? c) Define the term: Extranet d) What do you mean by web server? e) Define the term: Cookies f) What is the full form of FTP? g) What is search engine? h) Define the term: semantic web i) What do you mean by E-Commerce? j) What is the full form of VPN? k) What is www? l) What is the full form of GUI? m) What do you mean by router? n) Define the term: Portal 				
Q-2	Attempt all questions 1 Describe B2C E-Commerce 2 Discuss advertising revenue model 3 Discuss advantages of E-Commerce	(5) (5) (4)			



(5) (5)

Attempt all questions
1 Explain various features of E-Commerce
2 Discuss consumer trends related to business

Q-3

	3	Discuss Online Auction	(4)
Q-4		Attempt all questions	
_	1	Write a note on: web hosting alternatives	(5)
	2	Discuss payment cards in details	(5)
	3	Discuss E-Mail marketing	(4)
Q-5		Attempt all questions	
	1	Describe Communication marketing	(5)
	2	Write a note on: Virtual communities	(5)
	3	Discuss Electronic wallet	(4)
Q-6		Attempt all questions	
	1	Explain protection of intellectual properties in online business	(5)
	2	Discuss subscription revenue model	(5)
	3	Discuss basic function of E-commerce software	(4)
Q-7		Attempt all questions	
	1	Discuss E-Business in detail	(7)
	2	Describe various ethical issues of E-Commerce	(7)
Q-8		Attempt all questions	
=	1	Write a note on: EDI on Internet	(7)
	2	Describe customer relationship management in detail	(7)

