

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

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

# C.U.SHAH UNIVERSITY

## Summer Examination-2019

Subject Name : E-Commerce Technology

Subject Code : 4TE04ECT1

Branch: BTech (CE/IT)

Semester : 4

Date : 18/04/2019

Time : 2:30 pm To 5:30 pm

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. Digital Content Revenue model includes:
  - a) Legal information services
  - b) online journals
  - c) Online libraries
  - d) All of these
- b. Which type of ad appears on a web page?
  - a) Pop under ad
  - b) Pop-up ad
  - c) Banner ad
  - d) Discount ad
- 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. ERP stands for
  - a) Enterprise resolution planning
  - b) Enterprise reverse planning
  - c) Enterprise resource planning
  - d) None of these
- e. Which segment do eBay, Amazon.com belong?
  - a) B2Bs
  - b) B2Cs
  - c) C2Bs
  - d) C2Cs
- f. All of the following are techniques B2C e-commerce companies use to attract customers, except:
  - a) Registering with search engines
  - b) Viral marketing
  - c) Online ads
  - d) Virtual marketing
- g. The protocol which allows the file transfer between computers is
  - a) TCP/IP
  - b) FTP
  - c) HTTP
  - d) SOA
- h. Advertising Supported Revenue Model includes
  - a) Yahoo portal
  - b) Employment sites
  - c) Newspaper Publishers
  - d) All 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





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

- a) List out E commerce Payment Systems and explain any three in detail.
- b) What are the different types of hosting?

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

- a) Explain Online Crime, Terrorism and Warfare.
- b) Explain consumer and organizational business trends in detail.

