	Enrollm	ent No: Exam Seat No:  C.U.SHAH UNIVERSITY	_				
Summer Examination-2019							
	Subject	Name : E-Commerce Technology					
	Subject	Code: 4TE04ECT1 Branch: BTech (CE/IT)					
	Semeste	r: 4 Date: 18/04/2019 Time: 2:30 pm To 5:30 pm Marks: 70					
	(1) (2) (3) (4)	Use of Programmable calculator & any other electronic instrument is prohibited. Instructions written on main answer book are strictly to be obeyed. Draw neat diagrams and figures (if necessary) at right places. Assume suitable data if needed.					
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 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

	j.	Secure Sockets Layers does which of the following?  a) creates a secure, private connection to a web server b) encrypts information c) sends information over the internet d) All of these	
	k.	PIN stands for: a) Payment investigation Number b)Personal Identification Number c)Personal Identification Number d)Password Identification Number	
	1.	SMTP stands for a) System mail transit protocol b) Simple mail transfer protocol c) 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 model allows the users to log-on on a website and assume the role of bidder or seller?  a) Online Banking. b)Storefront Model. c) E-Learning. d)Auction Model	
	Attem	pt any Four questions from Q-2 to Q-8.	
Q-2		Attempt all the questions.	(14)
	a)	Explain Business model for E-Commerce.	
	b)	What is E-Commerce? Explain advantages and disadvantages of E-Commerce.	
Q-3		Attempt all the questions.	(14)
	a)	Explain Advertising supported revenue models, in detail.	
	b)	What are the types of E-Business? Explain any three with examples.	
Q-4		Attempt all the questions.	(14)
	a)	What is Web marketing strategy? Explain 4P's of Marketing and Product based marketing strategies.	
	b)	What is Infomediary Model? Explain any two Infomediary Model.	
Q-5		Attempt all the questions.	(14)
	a)	What is the importance of Supply Chain Management? What are the roles of SCM?	
	b)	Explain CRM, EDI and ERP in detail.	
<b>Q-6</b>		Attempt all the questions.	(14)
	a)	Enlist and explain different markup languages used to build web, in detail.	
	b)	Explain Jurisdiction on the Internet.	

c) Fees from subscribers in exchange for access to content or

d) Fees for enabling or execution a transaction

referrals

services



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.	

