

C. U. SHAH UNIVERSITY

Winter Examination-2021

Subject Name : E-Commerce Technology

Subject Code : 4TE04ECT1

Branch: B.Tech (CE)

Semester : 4

Date : 21/10/2021

Time : 11:00 To 02:00

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.
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Q-1 Attempt the following questions (14)

- a) What is the full form of EDI?
(A) Electronic Data Interchange (B) Electric Data Interchange
(C) Electronic Data Intercommunication (D) None
- b) What is the full form of CRM?
(A) Customer Relationship Manager
(B) Customer Relationship Management
(C) Customer Relation Management (D) None
- c) What is the full form of ERP?
(A) Enterprise Relation Planning (B) E Commerce Resource Planning
(C) Enterprise Resource Planning (D) None
- d) What is the full form of ISP?
(A) Internet Service Provider (B) Internet Service Planning
(C) Intranet Service Provider (D) None
- e) Which of the following system is essentially electronic shop fronts to allow businesses to sell goods and services to consumers via internet?
(A) B2B (B) B2C (C) C2B (D) None
- f) In which of the following a consumer posts his project with set budget online and within hours companies review consumers requirements and bid on the project?
(A) C2C (B) B2C (C) C2B (D) None
- g) In which of the following business model users are charged periodically to subscribe to the service?
(A) Community Model (B) Subscription Model
(C) Utility Model (D) None
- h) Which of the following model is “on demand model” based on metering usage or “pay as per you go” approach?
(A) Community Model (B) Subscription Model
(C) Utility Model (D) None
- i) Which of the following are perspectives of CRM?
(A) IT Perspective (B) CLC Perspective



- (C) Business Strategy Perspective (D) All of these
- j) What software detects and removes or quarantines computer viruses?
 (A) Backup (B) Anti- virus (C) Firewall (D) Biometrics
- k) CRM technology can help in _____.
 (A) Designing direct marketing efforts
 (B) Developing new pricing models
 (C) Processing transactions faster (D) All of the above
- l) _____ is the fundamental determinant of a person's wants and behavior.
 (A) Culture (B) Attitude (C) Value (D) None
- m) Technique which tries to identify real cost of serving an individual customer is called
 (A) activity based accounting (B) cost based accounting
 (C) price based accounting (D) turnover based accounting
- n) Which of the following describes e- commerce?
 (A) Doing business electronically (B) Doing business
 (C) Sale of goods (D) All of the above

Attempt any four questions from Q-2 to Q-8

- Q-2 Attempt all questions (14)**
- a) Explain Revenue Model for E Commerce. (07)
- b) Write a note on Semantic Web. (07)
- Q-3 Attempt all questions (14)**
- a) What is E Commerce? Explain advantages and disadvantages of E Commerce. (07)
- b) List out various Business Models of E Commerce. Explain any three of them in detail. (07)
- Q-4 Attempt all questions (14)**
- a) What do you mean by CRM? Explain three phases of CRM in detail. (07)
- b) Write a note on EDI. (07)
- Q-5 Attempt all questions (14)**
- a) Explain various types of auctions. (07)
- b) Write down advantages and disadvantages of payment card. (07)
- Q-6 Attempt all questions (14)**
- a) Explain online crime, terrorism and warfare. (07)
- b) Describe various ways to create effective web presence. (07)
- Q-7 Attempt all questions (14)**
- a) Explain various web marketing strategies. (07)
- b) Write a note on advertising. (07)
- Q-8 Attempt all questions (14)**
- a) List out various web hosting service models. Explain any three of them in detail. (07)
- b) Write a note on customization and integration in E Commerce Technology. (07)

