C. U. SHAH UNIVERSITY
Summer Examination-2022

Subject Name: E-Commerce Technology

Subject Code: 4TE04ECT1   **Branch: B.Tech (CE)**

Semester: 4   **Date: 04/05/2022**   **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.

Q-1   **Attempt the following questions:**   **(14)**
  a) Define Internet Protocol.   (1)
  b) Enlist the significant of E-Commerce.   (1)
  c) Define web 2.0 and semantic web.   (1)
  d) What is segmentation on the web?   (1)
  e) What is defamation?   (1)
  f) What is DNS?   (1)
  g) What is Cybersquatting?   (1)
  h) What is Name Stealing?   (1)
  i) Define online crime.   (1)
  j) What is web marketing?   (1)
  k) What is B2B and B2C in E-Commerce?   (1)
  l) What is ERP?   (1)
  m) Define web hosting.   (1)
  n) Define Electronic wallets.   (1)

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

                                                                                            (14)
Q-2   **Attempt all questions**
  a) What is E-Commerce? Explain advantages and disadvantages of E-Commerce.   (07)
  b) Explain role and functions of Supply chain Management in detail   (07)

Q-3   **Attempt all questions**   **(14)**
  a) List out the types of E-Business. Explain any three with examples.   (07)
  b) Discuss various revenue models in details.   (07)

Q-4   **Attempt all questions**   **(14)**
  a) What are the legal and ethical issues of E-Commerce?   (07)
  b) Explain Organizational trends in detail.   (07)

Q-5		**Attempt all questions**	**(14)**
	a)	List out E-Commerce payment systems and explain any three in detail.	(07)
	b)	Describe the different ways of advertisement on web.	(07)

Q-6		**Attempt all questions**	**(14)**
	a)	What do you mean by auction? Explain different types of auctions with suitable examples.	(07)
	b)	Write note on customization and integration in E-commerce technology.	(07)

Q-7		**Attempt all questions**	**(14)**
	a)	Explain types of taxes in E-commerce with example.	(07)
	b)	Write Short note on EDI on internet.	(07)

Q-8		**Attempt all questions**	**(14)**
	a)	Explain patent and copyrights of website content in detail.	(07)
	b)	Write Short note on Jurisdiction on the internet.	(07)