

Seat No.: \_\_\_\_\_

Enrolment No. \_\_\_\_\_

**GUJARAT TECHNOLOGICAL UNIVERSITY**  
**BE - SEMESTER- V • EXAMINATION – WINTER 2016**

**Subject Code: 151602**

**Date: 19/11/2016**

**Subject Name: E-Commerce & E-Business**

**Time: 10:30AM – 01:00PM**

**Total Marks: 70**

**Instructions:**

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

- Q.1 (a) Define the term E-Commerce. Explain the different types of E-Commerce. 07  
(b) Describe the Merits and Demerits of E-Commerce. 07
- Q.2 (a) Define the term E-Business. Differentiate E-Business and E-Commerce. 07  
(b) Discuss in detail about the Flexible Business Design. 07
- OR**
- (b) Define the term Enterprise Resource Planning (ERP). Explain the benefits of ERP. 07
- Q.3 (a) Explain in detail Business Model and Business Processes. 07  
(b) Discuss the Ethical issues of E-Commerce. 07
- OR**
- Q.3 (a) Describe in detail Customer Relationship Management (CRM). 07  
(b) Describe the types of Revenue Model in brief. 07
- Q.4 (a) Write a short note on Supply Chain Management (SCM). 07  
(b) Discuss the Taxation problem faced by governments due to E-Commerce. 07
- OR**
- Q.4 (a) Explain briefly about various Online payment methods. 07  
(b) Write a Short note on Electronic Data Interchange (EDI). 07
- Q.5 (a) Explain the relation between Customer Trust, Loyalty and Satisfaction. 07  
(b) Discuss the various functionalities of E-Commerce Software. 07
- OR**
- Q.5 (a) Identify the different roles for Auction. Also explain the different types of Auctions. 07  
(b) Describe the different Advertisement methods of E-Commerce in brief. 07

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