SARDAR PATEL UNIVERSITY

B. Sc. Computer Science, 6ᵗʰ Semester
Saturday, 09ᵗʰ April, 2016
US06CCSC06: E – Commerce

Time: 02:30 PM to 05:30 PM   Total Marks: 70

Note: Answer of all the questions (including Multiple Choice Questions) should be written in the provided answer book only

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Q:1 Give answers of following Multiple Choice Questions   [10]

[01] Which of the following identifies specific web page and its computer on the Web?
    (A) Web site   (B) Web site address
    (C) URL   (D) Domain Name

[02] _____ are networks that connect people within a company to each other and to the company network.
    (A) Internets   (B) Intranets
    (C) Extranets   (D) Components

[03] Which of the following is not a type of EC
    (A) B2B   (B) B2C
    (C) C2C   (D) D2B

[04] _____ System may be built around private or publicly accessible network.
    (A) Inter-organizational System   (B) Electronic Market
    (C) Consumer to Business   (D) Business to Business

[05] Future of Electronic Commerce consist which of the following
    (A) Business to Business   (B) Business to Consumer
    (C) Consumer to Consumer   (D) Consumer to Business

[06] A _____ is a document that describes a firm's business model.
    (A) Business Plan   (B) Business Model
    (C) Business Process   (D) E-commerce Business Model

[07] An ____ is an online shopping location where many stores are located.
    (A) e-mall/online mall   (B) e-store
    (C) e-mail   (D) None of these

[08] Customers interact with a marketplace via a _____.
    (A) Front end   (B) Middle agent
    (C) Back end   (D) None of these

[09] The matching of services, products and advertising content to individual consumers is known as _____
    (A) Personalization   (B) Collaborative Filtering
    (C) User Profile   (D) Content Based Filtering

[10] Which one of the following is an example of online networking applications?
    (A) Chat Rooms & Discussion   (B) Data Mining
    (C) Self-Service & Campaign Mgmt   (D) Data Reporting & Ware housing

Q:2 **Answer the following short questions (any Ten)** [20]

[01] Define Internet.

[02] Define Extranet.

[03] Define Characteristics of Internet, Intranet and Extranet.

[04] Define Non-Business E-commerce with example.

[05] Write down Technological Limitation of E-commerce.

[06] What is E-commerce?

[07] List the five primary revenue models used by e-commerce firms.

[08] Define Business Plan.

[09] List key ingredients of a business model.

[10] Explain Operational CRM

[11] Define Campaign management.

[12] Give a full-form for the following: CIC, CRM, FSA, SFA

Q:3 **[A]** What is Intranet? Explain Architecture of Intranet. [05]

[B] Explain Characteristics of Extranet. [05]

OR

Q:3 **[C]** Explain Characteristics of Intranet. [05]

[D] What is Extranet? Explain Architecture of Extranet. [05]

Q:4 **[A]** Write the future of E-Commerce. [04]

[B] Write down classification of EC by Nature of transactions in brief. [06]

OR

Q:4 **[C]** Explain framework of E-Commerce. [05]

[D] Write down benefits to Organizations. [05]

Q:5 **[A]** Explain Portal and E-tailer B2C Business model with example [05]

[B] Write short note on E-market success factors. [05]

OR

Q:5 **[C]** Explain Value Preposition and Competitive Environment. [05]

[D] List impact of e-markets on business process and organization. Discuss one of them in detail. [05]

Q:6 **[A]** Give a brief description of one to one marketing in EC. [05]

[B] Describe Customer Facing Applications in detail. [05]

OR

Q:6 **[C]** Write a note on Customer Interaction Center. [06]

[D] What is Smart Card? Explain Application of Smart Cards. [04]

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