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SARDAR PATEL UNIVERSITY

T.Y. BSC Comp. Sci (SEM-VI) (CBCS) (REG. & NC-ALL) EXAMINATION 2018

Friday, 6th April

10:00 A.M To 1:00 P.M

US06CCSC06: E-Commerce

Total Marks : 70

Q-1. Select the correct option for the following questions.

[10]

1. _____ are networks that connect people within a company to each other and to the company network.
a) Internets
b) Intranets
c) Extranets
d) Components
2. Which of the following identifies a specific web page and its computer on the Web?
a) Web site
b) Web site address
c) URL
d) Domain Name
3. A network that connects a company with its suppliers and distributors is called _____.
a) Internet
b) Intranet.
c) Extranet.
d) Components.
4. Today, most E-commerce is _____.
a) C2C
b) B2B
c) B2C
d) C2B
5. Which of the following is not a type of EC?
a) B2B
b) B2C
c) C2C
d) D2B
6. Online retail stores, often called _____.
a) Portal
b) E-tailer
c) Service provider
d) Content provider
7. _____ offers services online.
a) Portal
b) E-tailer
c) Service provider
d) Content provider
8. _____ sell business services to other firms.
a) E- distributor
b) B2B Service Provider
c) Content provider
d) Matchmaker
9. CRM stands for _____.
a) Customer Relationship Management
b) Centric Reengineering Model
c) Customer Reference Management
d) Collective Related Model
10. Which one of the following is the example of Sales Force Automation?
a) Wireless Device
b) Wire able Devices
c) Electronic Devices.
d) Devices

Q-2. Give the answer for following short questions. (Attempt Any Ten)

[20]

- 1 Define Internet.
- 2 Explain Extranet Applications.
- 3 Define Characteristics of Intranet and Extranet.
- 4 What is E-commerce?
- 5 What is Electronic market?
- 6 Define Perspective of E-commerce.
- 7 Define Business Plan.
- 8 Define Business Model.
- 9 Explain in short: Value Proposition.
- 10 Define Smart Card System.
- 11 Define Computer Security.
- 12 Define Campaign management.

[P.T.O]

- Q-3 [A] What is Intranet? Explain Architecture of Intranet. [5]
[B] Explain Applications of the Intranet. [5]

OR

- Q-3 [A] What is Extranet? Explain Architecture of Extranet. [5]
[B] Explain Benefits of Intranet and Extranet. [5]

- Q-4 [A] What is E-Commerce? Write down classification of EC by Nature of transactions. [5]
[B] Write down benefits to Organizations. [5]

OR

- Q-4 [A] Explain framework of E-Commerce. [5]
[B] Write the future of E-Commerce. [5]

- Q-5 [A] List key ingredients of a business model. Explain any two of them. [5]
[B] Explain Five Primary Revenue model with example. [5]

OR

- Q-5 [A] Explain M-Commerce business model with advantages and disadvantages. [5]
[B] Write short note on E-market success factors. [5]

- Q-6 [A] What is Digital Signature? Also Explain Benefits and Drawbacks of Digital Signature. [5]
[B] What is Smart Card? And also write down types of Smart cards. [5]

OR

- Q-6 [A] Explain CRM and types of CRM. [5]
[B] Explain Credit card Payment System. [5]