



SE-8295

B. E. - III (Sem. V) (Information Technology)

Examination

May / June - 2011

E Commerce & E Business

Time :3 Hours]

[Total Marks : 100

Instructions :

नीचे दशावेक निशानीवाणी विगतो उत्तरवडी पर अवश्य कपवी.
Fillup strictly the details of signs on your answer book.

Name of the Examination :
B. E. - 3 (SEM. 5) (INFORMATION TECHNOLOGY)

Name of the Subject :
E Commerce & E Business

Subject Code No. : **8 2 9 5** Section No. (1, 2,.....) : **NIL**

Seat No. :

Student's Signature

1. Make suitable assumptions wherever required.
2. Numbers on the right side indicate Marks.

Q-1 Answer the following (each of 2 mark) (16)

1. E scrip
2. Touch points
3. Demographic segmentation
4. Trademark
5. Cyber squatting
6. Application integration
7. NACHA
8. Digital watermarking

Q-2 Answer any two (each of 8 mark) (16)

- (a) Explain 4Ps of marketing strategy
- (b) Explain Online security issues for E commerce
- (c) Explain Securities for client computers

Q-3 Answer any three (each of 6 mark) (18)

- (a) Explain SWOT analysis in detail
- (b) Explain Jurisdiction on the internet
- (c) Online Auction
- (d) Explain Web catalog revenue model for E commerce

Q-4 Answer any two (16)

- (a) Explain ERP in detail
- (b) Explain CRM in detail
- (c) Explain EDI in detail

Q-5 Answer any two (14)

- (a) Segmentation
- (b) Email Marketing
- (c) Advertising on the website

Q-6 Answer any four (20)

- (a) E cash
 - (b) Payment cards
 - (c) Virtual community
 - (d) Copyright
 - (e) Explain 5 stages of customer loyalty graphically
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