

SEAT No. _____

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{239A14}

SARDAR PATEL UNIVERSITY
 External Examination (CBCS)
 B. Sc. - VIth Semester (Computer Science)
 US06CCSC06 : E-Commerce
 7th April, Friday - 2017

Time : 10:00 am to 01:00 pm

Total Marks :70

Q-1 Select an appropriate option.

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1. 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
2. _____ are networks that connect people within a company to each other and to the company network.
 (a) Internets (b) Intranets (c) Extranets (d) Componets
3. Which of the following is not a type of EC?
 (a) B2B (b) B2C (c) C2C (d) D2B
4. 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
5. A company provides a forum for advertisements and receives fees from advertisers are known as _____.
 (a) Advertising Revenue Model (b) Affiliate Revenue Model
 (c) Subscription Revenue Model (d) Transaction Fee Revenue Model
6. A firm's _____ refers to the other companies operating in the same market space selling similar products.
 (a) Competitive Advantage (b) Competitive Environment.
 (c) Revenue Model (d) Value Proposition
7. Customers interact with a marketplace via a _____.
 (a) Front end (b) Middle agent (c) Back end (d) None of these
8. 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
9. _____ deals with all the necessary communication, Co-ordination and collaboration between vendors and customers.
 (a) Operational CRM (b) CRM
 (c) Analytical CRM (d) Collaborative CRM
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 Answer the following questions. (Attempt any **TEN**)

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1. Define Internet.
2. Define Firewall.
3. Explain Extranet Applications.
4. What is E-commerce?
5. Define Intra Business E-commerce with example.
6. Define Non-Business E-commerce with example.
7. What is Content Provider?
8. List the various types of stores and e-malls.
9. What are Information Portals?
10. Write the full-forms: (i) CIC (ii) CRM
11. Explain Collaborative Filtering and list out them.
12. Define Symmetric-Key algorithms.

Q-3

- (a) What is Intranet? Explain Architecture of Intranet.
- (b) Explain Benefits of Intranet and Extranet.

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OR

Q-3

- (a) What is Extranet? Explain Architecture of Extranet.
- (b) Explain Applications of the Intranet.

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Q-4

- (a) What is E-Commerce? Write down classification of EC by Nature of transactions.
- (b) Write down benefits to Organizations.

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OR

Q-4

- (a) Explain framework of E-Commerce.
- (b) Write down limitations of E-Commerce.

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Q-5

- (a) Define Business Model. List key ingredients of a business model. Explain any two of them.
- (b) List various market space components and explain any three of them in brief.

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OR

Q-5

- (a) Discuss the roles and values of intermediaries in e-markets.
- (b) Write short note on E-market success factors.

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Q-6 Explain CRM and types of CRM.

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OR

Q-6 Give descriptions for classification of CRM applications.

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