

Name:

Enrolment No:



**UNIVERSITY OF PETROLEUM AND ENERGY STUDIES**  
**End Semester Examination, December 2019**

**Course: Technology of E-Business**

**Program: BBA(E-BUSINESS)**

**Course code: DSQT 2004**

**Instructions: All Questions are Compulsory**

**Semester: III**

**Time: 3 Hours**

**Max. Marks: 100**

**SECTION A**

**( 20 Marks)**

Q-1	Write short notes on: 1- Client Server Model 2- Intranet 3-HTTP 4-CAN 5-Domain Name System 6-Optical Fiber cable 7- Analog/Digital Transmission 8-Star Topology 9- WWW 10-Bluetooth	<b>10*2= 20</b>	<b>CO1</b>
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**SECTION B**

**( 4\* 5 Marks Each=20 Marks)**

Q-1	Define Cellular systems along with suitable examples and advantages?	<b>5</b>	<b>CO2</b>
Q-2	Describe key digital Networking Technologies ?	<b>5</b>	<b>CO2</b>
Q-3	Differentiate between IPv4 and IPv6 with advantages?	<b>5</b>	<b>CO2</b>
Q-4	Differentiate between guided and unguided media along with suitable examples and diagrams?	<b>5</b>	<b>CO2</b>

**SECTION-C**

**( 3\* 10 Marks Each=30 Marks)**

Q-1	Explain different types of Networks and the topologies in which they can be arranged?	<b>10</b>	<b>CO3, CO4</b>
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Q-2	Explain CRM and its Component and types of CRM Technology.	10	CO3, CO4
Q3-	What are the various issues relating to privacy and security E-business	10	CO3
<b>SECTION-D</b> ( 2* 15 Marks Each= 30 Marks)			
Q-1	What is the impact of technology on existing CRM solutions? Explain the emerging impact of eCRM on CRM.	15	CO3, CO4
Q-2	“The Indian market is gradually becoming consumer oriented.”  Discuss the statement with reference to the impact of customer relationship management on E-Marketing?	15	CO3. CO4