BICSE-011

B.Tech. – VIEP – COMPUTER SCIENCE AND ENGINEERING (BTCSVI)

Term-End Examination

December, 2014

00136

BICSE-011 : E-BUSINESS

Time : 3 hours   *Maximum Marks : 70*

*Note : Answer any **seven** questions. All questions carry equal marks.*

1. What is e-business ? What do you understand by e-business model ? What are the differences between e-business and e-commerce ?   *10*

2. (a) Explain the working of Digital Signature Technology.   *5*

    (b) What do you understand by web services ?   *5*

3. How does EDI work ? List some EDI applications in business.   *10*

4. Draw and explain the e-business architecture and framework.   *10*

5. Explain the following :   *2×5=10*
    (i)   Threat management
    (ii) Infrastructure security

6. (a) Discuss the key components of an e-business procurement solution. *5*

(b) List the various components of e-market place.

7. How would you define fundamentals of business plans ? Explain different types of business plans. *10*

8. (a) Explain briefly Internet marketing technology.

(b) Explain content management system and document management system. *2×5=10*

9. What are the roles of CRM in e-business ? How is CRM benefited from Internet technologies ? *10*

10. Write short notes on any *two* of the following : *2×5=10*

(a) Open source

(b) ERP

(c) Financial value chain management system

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