BICSE-011

B.TECH. COMPUTER SCIENCE AND ENGINEERING (BTCSVI)

Term-End Examination

December, 2013

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 are the types of E - Business ?   **10**

2. How the E - Business dependent on Webmarket ? Explain with example.   **10**

3. What are the different models in E - Business ? Explain.   **10**

4. (a) Explain Infrastructure Security in E - Business.   **5**

    (b) Define CRM and SCM in details.   **5**

5. Discuss the following :
    (a) Business Logic.   **5**
    (b) Data Integration.   **5**

6. Explain with example E - Market place and e - payment schemes. **10**

7. Explain Financial value chain management systems. **10**

8. Explain the tools of E - Business application. **10**

9. What is the procedure present in online shopping ? **10**

10. (a) How the webdesigns are related to E - Business ? **5**

    (b) Define Content Management. How Content Management is related to E - Business ? **5**

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