BICSE-011

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

Term-End Examination

December, 2015

BICSE-011 : E-BUSINESS

Time : 3 hours   *Maximum Marks : 70*

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

1. (a) What are the key differences between traditional commerce and e-commerce ? How does e-commerce lead to lower costs in an organization ?   5

    (b) Discuss the different types of e-business.   5

2. Discuss the different components of EDT along with its layered architecture.   10

3. (a) Explain infrastructure security in e-business.   5

    (b) How are EDT and B2B e-commerce related ? Explain.   5

4. (a) Explain e-business architecture.   5

    (b) Discuss the various e-business models.   5

5. (a) Discuss the different types of business plan. 5

   (b) Describe e-business procurement process. 5

6. (a) "E-commerce has given birth to interactive marketing." Explain the statement. 5

   (b) Describe e-cash as an electronic payment option. 5

7. (a) Discuss the various applications of e-business along with advantages and disadvantages. 5

   (b) Discuss IBM e-business suite. 5

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

   (a) CRM

   (b) SCM

   (c) BPR

9. (a) What are virtual communities ? What are the sociological and economical aspects of virtual communities ? 5

   (b) Explain how content management helps in e-business. 5

10. (a) Describe the basic marketing concepts for e-marketing. 5

    (b) What are the applications of EDI ? State the advantages and disadvantages of EDI. 5