

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

Term-End Examination

December, 2018

00173

BICSE-011 : E-BUSINESS

Time : 3 hours

Maximum Marks : 70

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

1. What is E-Business ? What are the types of E-Business ? 10
2. Discuss the different components of EDT along with its layered architecture. 10
3. Discuss the terms Electronic Wallet and Electronic Cash. What is the role of electronic cash in E-payments for E-Business ? 10
4. What is financial value chain management system ? Explain the features of financial value chain management system. 10

5. (a) Discuss the various applications of e-business along with advantages and disadvantages. 5
- (b) Discuss IBM e-business suite. 5
6. (a) What are the various B2B business models? Explain each one in brief. 5
- (b) Discuss the e-business framework with its characteristics. 5
7. (a) What do you understand by the term Content Management? How is content management related to e-business? 5
- (b) Explain the different types of digital documents. 5
8. What is Search Engine Optimization? Explain how Search Engine Optimization can be used as a tool for promoting any e-business application. 10
9. Explain Internet marketing technologies. 10
10. Write short notes on any *two* of the following : 5+5
- (a) ERP
- (b) SCM
- (c) BPR