B.TECH. COMPUTER SCIENCE AND ENGINEERING (BTCSVI)

00956

Term-End Examination
June, 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 is E - Commerce ? What is the difference between E - Business and E - commerce ? **10**

2. What are the characteristics and features of E - Business ? **10**

3. Explain E - Business Architecture and Framework. **10**

4. What are the security issues in vulnerability management ? **10**

5. (a) What are the fundamentals of business plans ? **5**

    (b) What are the different types of business plan ? **5**

6. Write a short note on :

    (a)   E - Business procurement   **5**

    (b)   E- Sourcing   **5**

7. Explain security and Routing in E - Business.   **5+5**

8. Briefly discuss on :

    (a)   CRM   **5**

    (b)   ERP   **5**

9.   (a)   Explain, how the oracle related to E - Business ?   **5**

    (b)   What are the Tools of E - business Application ?   **5**

10. Explain internet marketing technologies.   **10**

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