

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

Term-End Examination

June, 2017

00994

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 ? How does e-business differ from e-commerce ? Briefly discuss the model of e-business. 10
2. What do you understand by the term digital economy ? What are the various measures used to analyze the digital economy ? 10
3. Define the term EDI. Explain the architecture of EDI with the help of a diagram. 10
4. List the possible security threats to any e-business. What are the various precautionary measures one should take to handle these threats in e-business ? 10

5. Discuss the infrastructural requirements to conduct e-business. Draw suitable diagram to support your discussion. How is security to the infrastructure enforced ? 10
6. What is an e-market ? Discuss the role of e-market in e-business, with the help of suitable diagram. List various components of e-marketplace. 10
7. What are the key components of an e-business procurement solution ? Draw a block diagram to show the connectivity between the identified components of e-business procurement, and discuss the role of each component. 10
8. What is CRM ? What is the role of CRM in the operation of e-business ? What could be the possible effect on e-business, if CRM is not linked with it ? 10
9. Explain the procedure of e-payments. List the precautionary measures one should take while making e-payments. What are the advantages and disadvantages of e-payments ? 10
10. Write short notes on any *two* of the following : 10
- (a) Strategies in e-Marketing
 - (b) Knowledge Management
 - (c) Web Technologies