

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

Term-End Examination

00573

June, 2018

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 and e-commerce ? Explain the difference between e-business and e-commerce. 10

2. How does EDI work ? List some EDI applications in business. 10

3. What do you understand by the term “Intellectual Property” ? Discuss the ways and means for protecting intellectual property online. 10

4. How does an e-business website differ from a normal website ? Discuss the software, hardware and network requirements for establishing e-business into action. 10

5. What are the roles of CRM in e-business ? How is CRM benefited from Internet technologies ? 10
6. (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
7. (a) Describe the e-business procurement process. 5
- (b) Explain the various methods used to protect online privacy. 5
8. Explain the term Business Process Re-Engineering (BPR). Give suitable examples for your explanation. 10
9. Explain security and routing in e-business. 10
10. Write short notes on any **two** of the following : 10
- (a) Knowledge Management
- (b) B2B Business Model
- (c) ERP