

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

00843 Term-End Examination

June, 2015

BICSE-011 : E-BUSINESS

Time : 3 hours

Maximum Marks : 70

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

1. (a) What is e-commerce ? How does it differ from e-business ? Where does it intersect with e-business ? 5
- (b) Describe how internet and web features and service support e-commerce. 5
2. (a) What are the applications of EDI ? State the advantages and disadvantages of EDI. 5
- (b) "Internet is a productivity tool for organization." Comment. 5
3. (a) What are the various B2B business models ? Explain each one in brief. 5
- (b) Discuss the e-business framework with its characteristics. 5

4. (a) Discuss the framework of business along with its standard. 5
- (b) Discuss the security issue with vulnerability and threat management. 5
5. (a) Discuss the fundamentals of e-business plan and also explain business logic procedure. 5
- (b) What do you understand by electronic payment system ? Explain it and discuss the features of a good electronic payment system. Also discuss its various types. 5
6. (a) Describe e-business procurement process. 5
- (b) Explain the various methods used to protect online privacy. 5
7. (a) What is IBM's e-business strategy ? Explain the concept of SWOT. Apply SWOT to a multinational company for its electronic business strategies. 5
- (b) How do value chain management services provided by e-procurement companies benefit buyers ? What services do they provide to suppliers ? 5
8. (a) Discuss the importance of SCM in e-business. 5
- (b) What software packages are commonly used by the companies to implement business-to-business EC ? 5

9. (a) What do you understand by the term content management ? How is content management related to e-business ? 5
- (b) Discuss the Internet marketing technologies in detail. 5
10. Write short notes on any *two* of the following : $2 \times 5 = 10$
- (a) Knowledge Management
- (b) Virtual Societies
- (c) Internet Data Using Extended Enterprise
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