

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

Term-End Examination

December, 2016

BICSE-011 : E-BUSINESS

Time : 3 hours

Maximum Marks : 70

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

1. How does E-Business differ from E-Commerce ?
What do you understand by the terms “B2B” and
“B2C” transactions ? 10

2. Differentiate between the following : 5+5=10
 - (a) Internet and Intranet
 - (b) HTML and XML

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

4. Discuss the following Revenue models :
 - (a) Web Catalog Revenue models
 - (b) Advertising-Supported Revenue modelsGive suitable examples for each. 5+5=10

5. What is Search Engine Optimization ? Explain how search engine optimization can be used as a tool for promoting any E-Business application. 10
6. Draw a suitable diagram to explain the architecture of E-Business. 10
7. What is electronic wallet ? Discuss the role of electronic wallets in E-Payments for E-Business. 10
8. Briefly discuss any *two* of the following : 5+5=10
- (a) E-Marketplace
 - (b) CRM
 - (c) E-Sourcing
9. Explain the term BPR (Business Process Re-Engineering). Give suitable examples for your explanation. 10
10. Write short notes on any *two* of the following : 5+5=10
- (a) Internet Marketing Technologies
 - (b) Knowledge Management
 - (c) Oracle E-Business Suite
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