

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

Term-End Examination

December, 2017

00030

BICSE-011 : E-BUSINESS

Time : 3 hours

Maximum Marks : 70

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

1. What are the tools of E-business ? Explain the benefits of e-business to the organization, customer and society at large. 10

2. What are Web Technologies ? How do web technologies differ from web services ? Explain two strategies to increase visibility of an e-business. 10

3. What is a Digital Signature ? Discuss the procedure of getting a document digitally signed ? What is the significance of a digital signature in electronic documentation ? Explain the working of digital signature technology, with the help of a suitable example. 10

4. Discuss the roles of any *two* of the following in e-business : 10
- (a) ERP
 - (b) SCM
 - (c) CRM
5. What are the various security issues in e-business ? Discuss identified security issues in e-business, with the help of suitable example. 10
6. What is Internet Marketing ? Describe the basic marketing concepts that are needed to understand Internet marketing. Discuss the role of Internet market in promotion of an e-business. 10
7. What is Financial Value Chain Management System ? Draw a block diagram to illustrate the components of a financial value chain management system. Discuss the role of financial value chain management system in business. 10
8. Describe the term Business Process Re-engineering (BPR) with the help of a suitable example. How does BPR contribute to the growth of e-business ? 10

9. What do you understand by the term Standardization of e-business ? What measures does one have to take for the standardization of e-business ? How does standardization contribute to the quality of e-business ? **10**

10. Write short notes on the following : **10**

- (a) E-Business Procurement
 - (b) E-Sourcing
 - (c) E-Marketplace
 - (d) E-Payments
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