

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

**Term-End Examination**

**June, 2016**

00576

**BICSE-011 : E-BUSINESS**

*Time : 3 hours*

*Maximum Marks : 70*

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

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1. Explain the term E-Business. What are the advantages and disadvantages of E-Business ? 10
  
2. Differentiate between the following : 5+5=10
  - (a) Internet and WWW (World Wide Web)
  - (b) Web 2.0 and Web 3.0
  
3. Discuss any **two** of the following : 5+5=10
  - (a) Ethical hacking
  - (b) Legal environment of E-Business
  - (c) Online crime
  
4. Compare and contrast the following Revenue Models : 10
  - (a) Digital Content Revenue Model and Web Catalog Revenue Model
  - (b) Fee-For-Transaction Revenue Model and Fee-For-Service Revenue Model

5. How does an E-Business website differ from a normal website ? Discuss the software, hardware and network requirements for establishing E-Business website into action. 10
6. Discuss the terms Electronic Wallet and Electronic Cash. What is the role of electronic cash in E-payments for E-Business ? 10
7. Briefly discuss any *two* of the following : 5+5=10
- (a) ERP
  - (b) SCM
  - (c) CRM
8. What do you understand by E-marketplace ? Explain the main characteristics of E-marketplace. 10
9. What is financial value chain management system ? Explain the features of financial value chain management system. 10
10. Write short notes on any *two* of the following : 5+5=10
- (a) Tools of E-Business application
  - (b) Content Management
  - (c) Web Designs
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