

Total No. of Questions : 10]

SEAT No. :

P3242

[Total No. of Pages : 2

[4859] - 1067

B.E. (Information Technology) (Semester - I)

E & M GOVERNANCE

(2012 Pattern) (Elective - II)

Time : 2 Hours]

[Max. Marks : 70

Instructions to the candidates :

- 1) *Answer Q1 or Q2, Q3 or Q4, Q5 or Q6, Q7 or Q8, Q9 or Q10.*
- 2) *Neat diagrams must be drawn wherever necessary.*
- 3) *Figures to the right side indicate full marks.*
- 4) *Assume suitable data if necessary.*

Q1) a) What are the reasons for using the Internet as a basic infrastructure for e-Business? [6]

b) What is meant by the terms front-office and back-office systems? [2]

OR

Q2) a) What are the main business and technical e-Business challenges? [6]

b) What is the key difference between e-Commerce and e-Business? [2]

Q3) a) Firm 'A' only has business-to-business clients, like sport shops, warehouses and small bag shops. One of their key business processes is order acquisition (which includes negotiating with potential clients). [10]

- i) Give an example of a sub process and a compound activity of this business process.
- ii) Different characteristics of business processes can impact the extent to which they can be automated. What can you say about the mentioned business process and the possibilities to automate it?

OR

P.T.O.

- Q4)** a) Explain similarities and differences between the following concepts: business unit value chain, industry value chain, supply chain, logistics. [4]
b) What is a business process? List the seven characteristics of a business process. [6]

- Q5)** a) What are the advantages and disadvantages of a biased market? [8]
b) Explain why it is important for an industrial company to have full management attention for its purchasing process. [8]

OR

- Q6)** a) Which three factors contribute to the success of e-markets? Give one example for each factor. [8]
b) Give advantages of integrating e-procurement with a company's ERP-system. [8]

- Q7)** a) Explain location based service and its potential in the context of m-commerce. [8]
b) Explain framework for m-commerce. What are the implementation challenges in m-commerce? [8]

OR

- Q8)** a) Define m-commerce and explain how an e-government could use it to increase its efficiency and effectiveness. [8]
b) Write a short note on m-commerce life cycle. Discuss advantages and disadvantages of m-commerce. [8]

- Q9)** a) Discuss the five major m-commerce applications, and provide a specific example of how each application can benefit a business. [6]
b) Discuss how m-commerce can expand the reach of e-business. [6]
c) What are various mobile commerce services for consumer? Explain.[8]

OR

- Q10)** a) The mobile devices of the future will be more powerful, less heavy, and comprise new interfaces to the user and to new networks. Describe the special technologies used in m-commerce. [6]
b) What are the emerging live issues in mobile commerce? [6]
c) What are various mobile commerce services for business? Explain.[8]

