[4959]-1131

B.E. (Information Technology)
E &M GOVERNANCE (Elective - II)
(2012 Course) (414457C) (Semester - I) (End Semester)

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 do you mean by e-Business? Explain characteristics of e-Business.
[6]

b)   Distinguish between: e-Commerce & e-Business.   **[2]**

OR

Q2) a)   Define e-Commerce. Explain different types of e-Commerce.   **[6]**

What is the importance of World Wide Web for e-Business?

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

Q3) a)   Describe the four key elements of the strategic planning process and explain how they are interrelated.   **[5]**

b)   How would you define Business – IT alignment? Explain why it is important.   **[5]**

OR

Q4) a)   What is a business process? List the seven characteristics of a business process.   **[4]**

b)   Explain similarities and differences between the following concepts: business unit value chain, industry value chain, supply chain, logistics.**[6]**

P.T.O.

Q5) a) An e-market can either be biased or unbiased. A biased market can be biased towards either the buyers or the sellers. Explain the differences. **[8]**

b) Which three factors contribute to the success of e-markets? Give one example for each factor. **[8]**

OR

Q6) a) What products are most likely to be trades successfully through an e-market place: commodities or specialty goods. Explain why and give one example of both types of goods. **[8]**

b) What are the disadvantages of a biased market? **[8]**

Q7) 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. **[8]**

b) What are various mobile commerce services for business? Explain. **[8]**

OR

Q8) a) Define m-commerce and explain how an e-government could use it to increase its efficiency and effectiveness. **[8]**

b) Draw and explain m-commerce life cycle. **[8]**

Q9) a) What are the emerging live issues in mobile commerce? **[6]**

b) Discuss advantages and disadvantages of m-commerce. **[6]**

c) Explain critical factors responsible for success of M-commerce. **[8]**

OR

Q10)a) Discuss how m-commerce can expand the reach of e-business. **[6]**

b) Explain framework for m-commerce. What are the implementation challenges in M-commerce? **[6]**

c) Discuss the five major m-commerce applications, and provide a specific example of how each application can benefit a business. **[8]**

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