

Total No. of Questions : 10]

SEAT No. :

P3135

[5154]-701

[Total No. of Pages : 2

B.E. (Information Technology)

E & M GOVERNANCE

(2012 Course) (Semester - I) (Elective - II) (414457 C)

Time : 2½ 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) Figures to the right side indicate full marks.*
- 3) Assume suitable data if necessary.*
- 4) Neat diagrams must be drawn wherever necessary.*

Q1) a) Imagine that you are the manager of a small e-bookshop. Describe what 'e-business strategy' you would prefer to compete with large competitors like Amazon.com and Bol.com. Include the following terms: long term planning, corporate objectives and environment. **[6]**

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

OR

Q2) a) Define e-Commerce. Explain different types of e-Commerce. What is the importance of World Wide Web for e-Business? **[6]**

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

Q3) a) Explain similarities and differences between the following concepts: business unit value chain, industry value chain, supply chain, logistics. **[6]**

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

OR

Q4) a) Describe the four key elements of the strategic planning process and explain how they are interrelated. **[6]**

b) How would you define Business - IT alignment? Explain why it is important. **[4]**

P.T.O.

- Q5) a)** Which are the three factors contributing to the success of e-markets? Give one example for each factor. **[8]**
- b)** List and explain the key advantages of an e-procurement solution. **[8]**

OR

- Q6) a)** Explain why it is important for an industrial company to have full management attention for its purchasing process. **[8]**
- b)** What products are most likely to be traded successfully through an e-market place: commodities or speciality goods. Explain why and give one example of both types of goods. **[8]**

- Q7) a)** Explain framework for m-commerce. What are the implementation challenges in M-Commerce? **[8]**
- b)** Write a short note on m-commerce life cycle. Discuss advantages and disadvantages of m-commerce. **[8]**

OR

- Q8) a)** Explain different types of mobile services in detail. **[8]**
- b)** Define m-commerce and explain how an e-government could use it to increase its efficiency and effectiveness. **[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)** Discuss advantages and disadvantages of m-commerce. **[6]**
- b)** Explain critical factors responsible for success of M-commerce. **[6]**
- c)** 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]**

