P2358

[5254] - 691
B.E. (I.T.) (Semester I)
E&M GOVERNANCE (Elective - II)
(2012 Pattern)

Time :2½ hours]   *[Max. Marks :70*

Instructions to the candidates:

    1)   *Answer Q.1 or Q.2, 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 indicate full marks.*

    4)   *Assume suitable data if necessary.*

Q1) a)   What is meant by the terms front - office and back - office systems? How do front - office and back - office systems work in the context of the e-Business architecture? **[6]**

    b)   What are the reasons for using the internet as a basic infrastructure for e-Business? **[2]**

<div align="center">OR</div>

Q2) a)   What are the main business and technical e-Business challenges? Distinguish between: e- Commerce & e-Business. **[4]**

    b)   What is meant by strategic impact of IT? Using the three levels of strategy, explain how IT can have a strategic impact on the business. **[4]**

Q3) a)   What determines program management complexity? Describe the key components of program management. **[6]**

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

<div align="center">OR</div>

Q4) a)   Companies will develop inter-organizational relationships. **[6]**

    i)   Discuss three levels of inter-organizational relationships. Explain why these levels are important.

    ii)   Discuss differences of exchange of information for the three levels. Explain the similarities and differences.

    iii)   In addition, the time dimension (planning horizon) differs per level. Explain.

b) Explain similarities and differences between the following concepts: Business unit value chain, industry value chain, supply chain, logistics.**[4]**

Q5) a) Explain how the element of trust has changed in an e-market perspective compared to a traditional market? Use the following terms in your answer. **[8]**

    i) Quality of information

    ii) Information security

    iii) Geographic location

    iv) Partnerships

b) List and explain the key advantages of an e - procurement solution. **[8]**

OR

Q6) a) Which three factors contribute to the success of e- markets? Give one example for each factor. **[8]**

b) Why are e-markets more efficient than traditional markets? What are the main functions of traditional and e - markets and explain them briefly.**[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) What are the opportunities provided by www to business? State limitations of website marketing. **[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]**

*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]**

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