

Total No. of Questions : 10]

SEAT No. :

P3642

[4959]-1131

[Total No. of Pages : 2

**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]**

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- 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 traded 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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