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SEAT No. :

P3892

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M.B.A.

**306 - IT : E-BUSINESS AND BUSINESS INTELLIGENCE  
(2016 Pattern) (Semester - III)**

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

- 1) All questions are compulsory.
- 2) All questions carry equal marks.

**Q1)** What is E-Business? Explain in brief the technologies that enable E-Business.

OR

What is the concept of information publishing technologies? How does it importance to the business?

**Q2)** Explain the E-Business security/payment services and online community building System.

OR

What is Capacity planning? Explain E-Business Models in detail.

**Q3)** Explain in detail "Launching e-Business : From Idea to Realization".

OR

What is E-Business Strategy? What are the challenges in implementing E-Business Strategy?

**Q4)** Define Business Intelligence. What is the need for Business Intelligence in modern trade?

OR

What is Business Intelligence? What are the building blocks of Business Intelligence system?

**Q5)** In this increasingly competitive age, managing and retaining customer is the key to business success. How can Business Intelligence be used in CRM to gain competitive advantage?

OR

Discuss the application and advantages of Business Intelligence System in HR.

