

**Total No. of Questions : 5]****SEAT No. :** **P1963****[Total No. of Pages : 2****[4770] - 3009****M.B.A. (Semester - III)****INFORMATION TECHNOLOGY MANAGEMENT  
(306 - E-Business)****(2013 Pattern)*****Time : 2½ Hours]******[Max. Marks : 50******Instructions to the candidates:***

- 1) *All questions are compulsory.*
- 2) *Figures to the right indicate full marks.*

***Q1) a) Explain the e-commerce, concept, feature & function of e-commerce.[10]*****OR**

- b) Describe in brief about electronic commerce companies & driving the e-commerce revolutions.

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***Q2) a) Explain the e-business architecture & information system and messaging technology and its use at commercial and corporate level. [10]*****OR**

- b) Describe the scope & basic models of e-commerce.

***Q3) a) Describe e-business infrastructure & e-business design. [10]*****OR**

- b) What is mean by capacity planning and performance modelling.

***Q4) a) Define the e-business model and e-marketing. [10]*****OR**

- b) Explain the e-Business Security/Payment Services and online community building system.

***P.T.O.***

- Q5) a)** How the e-business strategy is different from regular strategy while designing and implementing, challenges and legal issues involved in it. **[10]**

OR

- b)** Write in brief about 'Launching e-business plan' and right from inception till realization.

