[5465]-3030
M.B.A.
306(IT) : E - BUSINESS AND BUSINESS INTELLIGENCE
(2016 Pattern) (Semester - III)

Time : 2¼ 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

With an illustration, show the typical E-Business architecture for a MNC Company.

Q2) Explain the Capacity Planning process for E-Business.

OR

Why are CRM solutions implemented in organizations? Explain the impact of Internet advertising on Consumer Behavior?

Q3) What is E-Business Strategy? What are the challenges in implementing E-Business Strategy?

OR

Business to consumer transactions are growing worldwide, and many new businesses are starting online. Discuss the process of launching an E-business for a Fashion Store.

P.T.O.

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

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

ONYX is a leading cloud based website development portal which enables users to develop their own websites and platforms for business. It is a rapidly growing company with a very large customer base. The company required an analytics and reporting tool that could analyze and manage huge volumes of data and that too quickly. It also wanted to monitor the customer conversion, usage pattern and behavior. Discuss how Business Intelligence can help ONYX to grow.

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?

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

Modern Organized retail trade in India is on the growth trajectory. Explain how BI Tools can be used in the Retail Trade(Supply Chain).

<div align="center">◆ ◆ ◆</div>

[5465]-3030

<div align="center">2</div>