

B. TECH.**(SEM VI) THEORY EXAMINATION 2018-19
E-BUSINESS STRATEGIES****Time: 3 Hours****Total Marks: 100****Note: 1.** Attempt all Sections. If require any missing data; then choose suitably.**SECTION A**

- 1. Attempt all questions in brief. 2 x 10 = 20**
- What are the myths associated with E-business?
 - What is IGMP?
 - Distinguish S-MIME from MIME.
 - Explain the role of virtual communication in e-business organizations.
 - How is digicash operated?
 - Distinguish between internet and extranet.
 - List out the advantages of web commerce.
 - What do you mean by E-Governance?
 - What is the use of captcha in security over the net
 - Define the term "Web 2.0".

SECTION B

- 2. Attempt any three of the following: 10x3=30**
- Explain the difference between strategy and tactics. Explain five force model and importance of value chain.
 - What is a firewall? How does firewall help in providing extended network security?
 - Enumerate the processing steps and architecture of SEPP with neat block diagram.
 - Explain the uses of E-business application and their pitfalls with reference to the present needs of the organizations.
 - Describe the characteristics of E-Payment systems? Why are they needed?

SECTION C

- 3. Attempt any one part of the following: 10x1=10**
- Suggest strategies for existing business to migrate to online business.
 - Explain the different method of E-Business.
- 4. Attempt any one part of the following: 10x1=10**
- Enumerate the need of Customer Relationship management in the context of Indian organizations?
 - Describe the issues involved in choosing the most appropriate hardware for development of e-business website.
- 5. Attempt any one part of the following: 10x1=10**
- Describe the various internet tool relevant to commerce.
 - What EDI. Explain the various components of EDI in detail.
- 6. Attempt any one part of the following: 10x1=10**
- Explain the legal issues and ethical issues related to E-Business.
 - Specify the purpose of MOSS and discuss the security service offered by it.
- 7. Attempt any one part of the following: 10x1=10**
- How confidentially, integrity, authentication and interoperability can be achieved in internet monetary payment?
 - Discuss how consumer rights are protected legally.