Printed Pages: 01   **Sub Code:NIT066**

Paper Id: | 113216 | **Roll No.** | | | | | | | | | | |

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**
a.   What are the myths associated with E-business?
b.   What is IGMP?
c.   Distinguish S-MIME from MIME.
d.   Explain the role of virtual communication in e-business organizations.
e.   How is digicash operated?
f.   Distinguish between internet and extranet.
g.   List out the advantages of web commerce.
h.   What do you mean by E-Governance?
i.   What is the use of captcha in security over the net
j.   Define the term "Web 2.0".

SECTION B

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

SECTION C

3.   Attempt any *one* **part of the following:**   **10x1=10**
a.   Suggest strategies for existing business to migrate to online business.
b.   Explain the different method of E-Business.

4.   Attempt any *one* **part of the following:**   **10x1=10**
a.   Enumerate the need of Customer Relationship management in the context of Indian organizations.
b.   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**
a.   Describe the various internet tool relevant to commerce.
b.   What EDI. Explain the various components of EDI in detail.

6.   Attempt any *one* **part of the following:**   **10x1=10**
a.   Explain the legal issues and ethical issues related to E-Business.
b.   Specify the purpose of MOSS and discuss the security service offered by it.

7.   Attempt any *one* **part of the following:**   **10x1=10**
a.   How confidentially, integrity, authentication and interoperability can be achieved in internet monetary payment?
b.   Discuss how consumer rights are protected legally.