

(Following Paper ID and Roll No. to be filled in your
Answer Books)

Paper ID : 113666

Roll No.

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B.TECH.

Theory Examination (Semester-VI) 2015-16

E-BUSINESS STRATEGIES

Time : 3 Hours

Max. Marks : 100

Section-A

1. Attempt all parts. All parts carry equal marks. Write answer of each part in short. (2 × 10 = 20)
- (a) What are e-business strategies? How you can enhance the e-business strategies?
- (b) Explain the term WWW and which protocol is used for it.
- (c) Differentiate between internet and Internet.
- (d) Write the e-business strategies for a B2C company.
- (e) Discuss the strategic objectives. Define vision and mission of strategic objectives.

- (f) What do you mean by electronic marketplace technologies?
- (g) How can e-business create business value?
- (h) Distinguish among confidentiality, authenticity and non-repudiation.
- (i) What is the role of encryption in transaction security?
- (j) What is difference between e-commerce & e-business?

Section-B

2. Attempt any five questions from this section.

(10 × 5 = 50)

- (a) Explain the main strategy definition options or decisions available to an organization intending to become an e-business.
- (b) What are the key characteristics of an e-strategy model?
- (c) Explain the relationship between e-business strategy and other strategies. Briefly discuss the generic strategy process model.
- (d) What is on-line publishing? Explain the components of on-line publishing.

- (e) Explain the security measures to be considered for any B2B e-commerce system.
- (f) Explain the following web-enabled services with respect to the time saving, efforts of the user, convenience and quality factors :
- (i) Banking
 - (ii) Stock trading
 - (iii) Education
- (g) Explain the secure electronic transaction (SET). How does SET work ?
- (h) How EDI and EPS are necessary in the e-business system?

Section-C

Note : Attempt any two questions from this section. (15×2 = 30)

3. Discuss the working of MIME (Multipurpose Internet Mail Extensions) and S/MIME (Secure Multipurpose Internet Mail Extensions). On which layer of OSI, do MIME or S/MIME work?

4. Explain the virtual organization and its importance in the organization.
5. Write the short notes on:
 - (a) Smart cards
 - (b) Digital or Electronic cash
 - (c) Electronic wallet
 - (e) Digital copyrights

