

(REVISED COURSE)

(3 Hours)

[Total Marks : 100

- N.B. :** 1. Question No. 1 is compulsory.
2. Attempt any four out of the remaining six questions.

1. (a) Discuss the benefits and barriers that exist for the adoption of sell-side e-commerce for B2B and B2C organizations. **10**
(b) Explain disintermediation and re-intermediation with examples. What is the relevance of intermediary sites such as kelkoo.com for the B2C company? **10**
2. (a) Discuss different mechanisms for online auctions. **10**
(b) Discuss different revenue models of any portal of your choice. **10**
3. (a) What are the different options for restructuring the supply chain management? **10**
(b) What are the different types of portals? Explain giving examples of each. **10**
4. (a) Propose a start-up venture for an e-business for electronic goods. Give details of your business plans and e-marketing strategies. Justify the statement that environmental influences are important. **10**
(b) Comment on key management issues of e-business infrastructure. **10**
5. (a) Explain the risks and benefits of applying RFID in the manufacturing sector. **10**
(b) Describe different elements of an e-procurement system. Explain how cost savings may arise from e-procurement. **10**
6. (a) What are Michael Porter's five competitive forces? What is the Impact of the Internet on business using the five force framework? **10**
(b) With reference to customer acquisition and retention, explain the goals for each required by an e-commerce site manager. **10**
7. Write short notes on : (any two) **20**
 - i) E-CRM
 - ii) Change Management
 - ii) e-Business strategy process models
 - iv) SLEPT factors.