

- N.B. :** (1) Question No. 1 is **compulsory**.
 (2) Students are **required** to solve any **four** questions out of remaining **six** questions.
 (3) Assume **suitable** data wherever **necessary** but **justify** the same.
 (4) **Figures** to the **right** indicate **full** marks.

Q1.

- (A) Explain buy side e-commerce and sell side e-commerce [5]
 (B) State the difference between e-commerce and e-business. [5]
 (C) What are the requirements of a secure e-commerce site? [5]
 (D) What are the risks and impacts of e-procurement? [5]

Q2.

- (A) Discuss the revenue model of milliondollarhomepage.com how is it different than the other revenue models. [10]
 (B) What is intermediation, disintermediation and reintermediation, explain with examples. [10]

Q3.

- (A) Describe the micro environment and the macro environment in e business. [10]
 (B) Outline the stages involved in developing a strategic e-marketing plan. [10]

Q4.

- (A) Propose a start up venture for any e- business. Make a business plan. [10]
 The business plan should include executive summary, business description (should include mission statement, business goals etc.), business environment **analysis industry background**, competitor analysis, market analysis, marketing plan operations plan, management summary and financial plan
 (B) Explain SLEPT factors in e-business. [10]

Q5.

- (A) Using industry examples summarize three benefits of using ecommerce to streamline supply chain. [10]
 (B) Formulate an effective strategy using ERRC grid and strategy canvas to compete with amazon.com. [10]

Q6.

- (A) What are the implementation challenges in m-commerce? [10]
 (B) What is e-CRM and what are its benefits. [10]

Q7.

- (A) Prioritize with justification your recommendations for outsourcing these functions e-commerce strategy, hosting and content updating. [10]
 (B) Explain the concepts of digital keys and digital signatures and how they relate. [10]