

MAY 2011

**P/ID 37528/PBEM**

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Time : Three hours

Maximum : 80 marks

PART A — (5 × 5 = 25 marks)

Answer any FIVE questions.

All questions carry equal marks.

1. How www is useful to e-business transaction?
2. Differentiate between data warehouse and database.
3. Give difference between demand uncertainty and implied demand uncertainty.
4. What are the legal aspects of e-business?
5. State the basic characteristics of m-commerce.
6. Compare e-commerce with e-Business.
7. How Intellectual Property is protected over the Internet?
8. What are the characteristics of B2B e-commerce?

PART B — (4 × 10 = 40 marks)

Answer any FOUR questions.

All questions carry equal marks.

9. List and explain the different kinds of business models that have evolved due to e-business attraction.
10. How can CRM benefit from e-business and Internet technologies?
11. Explain the role of e-commerce in supply chain management.
12. Explain the security requirements of e-commerce applications and how these requirements are fulfilled.
13. Describe various architectural models of B2B e-commerce.
14. Discuss various factors that facilitate the development of m-commerce.

PART C — (1 × 15 = 15 marks)

(Compulsory)

15. A disaster is a great misfortune, where usually there is a complete failure and it could be a natural one like flood, cyclone etc. Businesses have to be prepared to face the unexpected situations and plan in advance. Mumbai is the financial

capital of India and many companies set up their facilities. During the rainy seasons, Mumbai has severely affected with recorded rain fall and all the roads were underwater and trains were cut off the services. Many of the companies have been affected and their business continuity has come under pressure. Some companies have failed to prepare for flood scenarios and the control systems were set up in basements of the buildings which were all flooded with water. Employees were unable to report to duties. People in other parts of India have reported being unable to withdraw cash from ATMs as a result of systems failures in Mumbai.

Discuss how you think business can continue to function in situations as above.

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