CLASS: BE   SEMESTER : VII
BRANCH: IT   SESSION : MO/18

SUBJECT: IT8053 E- COMMERCE

TIME: 3:00 HRS.   FULL MARKS: 60

INSTRUCTIONS:
1. The question paper contains 7 questions each of 12 marks and total 84 marks.
2. Candidates may attempt any 5 questions maximum of 60 marks.
3. The missing data, if any, may be assumed suitably.
4. Before attempting the question paper, be sure that you have got the correct question paper.
5. Tables/Data hand book/Graph paper etc. to be supplied to the candidates in the examination hall.

Q.1(a)	What is E-commerce?	[2]
Q.1(b)	Define EDI.	[4]
Q.1(c)	Explain internet commerce.	[6]
Q.2(a)	What ix value chain and supply chain?	[2]
Q.2(b)	Write short notes on competitive advantage and first mover advantage.	[4]
Q.2(c)	Explain Porter's model.	[6]
Q.3(a)	Introduce business strategy.	[2]
Q.3(b)	Explain strategic implications of IT.	[4]
Q.3(c)	Explain strategy formulation and implementation planning.	[6]
Q.4(a)	What is case study?	[2]
Q.4(b)	Explain business to business electronic commerce.	[4]
Q.4(c)	What are the three categories of e-commerce? Explain.	[6]
Q.5(a)	What is the electronic market?	[2]
Q.5(b)	What is the future of electronic market?	[4]
Q.5(c)	Explain the advantage and disadvantage of electronic market.	[6]
Q.6(a)	What is the benefit of EDI?	[2]
Q.6(b)	What is EDI communication and its implementation?	[4]
Q.6(c)	Explain E-commerce technology, advantage and disadvantage.	[6]
Q.7(a)	What is internet component.?	[2]
Q.7(b)	What ae the elements of e-commerce?	[4]
Q.7(c)	Explain internet and TCP/IP.	[6]

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