

**BIRLA INSTITUTE OF TECHNOLOGY, MESRA, RANCHI
(MID SEMESTER EXAMINATION)**

**CLASS: BE
BRANCH: IT**

**SEMESTER: VII
SESSION : MO/2018**

SUBJECT : IT8053 E-COMMERCE

TIME: 1.5 HOURS

FULL MARKS: 25

INSTRUCTIONS:

1. The total marks of the questions are 30.
 2. Candidates may attempt for all 30 marks.
 3. In those cases where the marks obtained exceed 25 marks, the excess will be ignored.
 4. Before attempting the question paper, be sure that you have got the correct question paper.
 5. The missing data, if any, may be assumed suitably.
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- Q1 (a) Define E-Commerce? [2]
(b) What are the different categories of electronic commerce? [3]
- Q2 (a) What do you understand with EDI? [2]
(b) Explain internet commerce. [3]
- Q3 (a) Explain Porter's value chain model. [2]
(b) Compare supply chain and value chain, [3]
- Q4 (a) What is the competitive advantage? [2]
(b) What is First Mover advantage? [3]
- Q5 (a) What s the importance of business strategy? [2]
(b) How E-commerce is effected with technology? [3]
- Q6 (a) What is threat in E-commerce? [2]
(b) How E-commerce can be implemented? [3]

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