

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

**CLASS: BE
BRANCH: IT**

**SEMESTER: VII
SESSION : MO/2019**

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) Explain electronic commerce. [2]
(b) Explain different categories of e-commerce. [3]
- Q2 (a) What is electronic market? [2]
(b) Explain trade cycles. [3]
- Q3 (a) What is supply chain and value chain? [2]
(b) Explain Porter's value chain model. [3]
- Q4 (a) Mention some cases of competitive advantages. [2]
(b) What is meant by Threat Substitution and Threat of new Entrants? [3]
- Q5 (a) What is the four stage process of strategy formulation? [2]
(b) Explain the role of Technology in e-commerce. [3]
- Q6 (a) What is meant by strategic implications of IT? [2]
(b) Explain different steps of Strategy formulation. [3]

::: 30/09/2019 :::M