

11/12/2015 BE sem VIII - IT - Old - M & Ecom.

it 8 sem m & ecom dec 2015

QP Code : 2661

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(3 Hours)

[Total Marks : 100

- N.B. : (1) Question No 01 from is compulsory.
 (2) Solve 04 question from remaining.
 (3) Assume suitable data if necessary.
 (4) Figure to the right indicate full marks

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|--------|--|----|
| 1. (a) | Explain significant of E-commerce. | 5 |
| (b) | Explain model for E- business | 5 |
| (c) | Explain web service in relation to B2C | 5 |
| (d) | Explain point involve in E- Governance | 5 |
| 2. (a) | Explain supply chain management and its implementation in details. | 10 |
| (b) | Explain E-business strategy its analysis and objective. | 10 |
| 3. (a) | What is E-procurement? Risk and Impact of E- procurement. | 10 |
| (b) | With suitable example explain Implementation of E-procurement for B2B type of marketing. | 10 |
| 4. (a) | What is E-marketing? what is E-marketing planning, objective setting. | 10 |
| (b) | Explain E-CRM in detail with suitable example. | 10 |
| 5. (a) | What are different challenges of E-business ? What is the risk involve. | 10 |
| (b) | Explain customer acquisition, customer extension, customer retention management. | 10 |
| 6. (a) | Explain M-commerce life cycle for finical services. | 10 |
| (b) | Explain in detail with example implementation challenges in m-commerce. | 10 |
| 7. | Write short notes on any four. | 20 |
| (a) | M-commerce services | |
| (b) | 3G/4G wireless Lan | |
| (c) | E-commerce and Globalization | |
| (d) | Measure for improving performance of E-business | |
| (e) | Business adoption in digital technology | |

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