

(3 Hours)

[total Marks: 80]

- N. B.: (1) Question number 1 is **compulsory**
 (2) Attempt any **three** out of remaining **five** questions
 (3) Assume any **necessary data** but justify the same

1. A] Define E – Business. Explain the roles and challenges of E – Business in today’s competitive business environment? 10
 B] What is E – Business Strategy? How does E – Business Strategy differ from Traditional Business Strategy? 10
2. A] Describe Business Model and also explain the 8 key elements of a business model? 10
 B] Define Electronic commerce and describe how it has changed consumer retailing and business-to-business transaction? 10
3. A] What are the management challenges and opportunities while running a digital firm? 10
 B] Explain the positive and negative impact of E – market for a digital organization 10
4. A] What are the major features of a business that are important for understanding the role of information system? 10
 B] What are the barriers affecting the growth of E – Business in electronic market? 10
5. A] Explain the basic technological infrastructure of E – Business. 10
 B] How do information systems support the major business functions: sales and marketing, manufacturing and production, finance and accounting, and human resources? 10
6. Write short notes on: 20
 - 1) Strategic Positioning
 - 2) Networked Business strategy
 - 3) Web Hosting services
 - 4) Enterprise Resource Planning